

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

VOL. CXXIV

AUGUST 5, 1933

NO. 6

HARPER AUGUST HEADLINERS

AAA—Donald Gordon

Louis Bromfield

AUTHOR OF "THE GREEN BAY TREE," "A MODERN HERO," ETC.

THE FARM

In this fine novel of an American family through four generations, Bromfield returns to the manner and material of his early success, *The Green Bay Tree*. A certain best seller.

Publication AUGUST 16

\$2.50

AAA—Donald Gordon

Harper Prize Novel

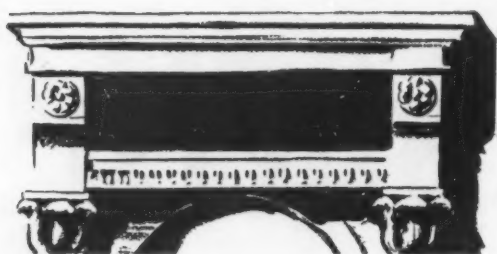
THE FAULT OF ANGELS

By PAUL HORGAN

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Publication AUGUST 24

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Coming Aug. 24

Three Roads from PARADISE



The best novel since "Walls of Glass" by an author whose work has proved its popular appeal—

by

LARRY BARRETTO

The Wilsons were an aristocratic family, and they lived behind one of the most aristocratic brown-stone fronts on Murray Hill. There in 1885 Claudia, later in 1905 Alicia, married the "right" men. But fortune swept them out of the house until in 1933, Joan celebrated her wedding to the "wrong" man in the speakeasy the house had become. But though her man was "wrong" for the Wilsons, he was the *right* man for her.

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POPULAR FICTION OF HIGH TYPE

WHATEVER LOVE IS

By Robert W. Chambers. A modern story by Chambers in his most readable manner. Divorce and love at Reno, Palm Beach and New York develops into delightful romance. August. \$2.50.

HONOR AMONG WOMEN

By George Gibbs. A woman of wealth is thrown on her own following the crash of family fortunes. This will be one of Gibbs' most popular stories. August 11. \$2.00.

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By Zona Gale. The author of "Miss Lulu Bett" is writing some of the very finest of short stories these days and this volume represents her art at its best. August. \$2.50.

MOTLEY AND MR. PINCH

By Pearson Choate. An irresistible, quiet humor goes hand in hand with true inspiration in this story of an English curate and his transformation of character. August. \$1.75.

THE DUMB MAN

By Isabel Adams. A novel of keen character portrayal against the quaint background of the Gaspé Peninsula in Canada. August. \$2.00.

MURDERS AT SCANDAL HOUSE

By Peter Hunt. A man stripped of his clothes, tied to a tree in a swamp, bitten to death by mosquitoes is the opening episode of this vigorous mystery. August. \$2.00.

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The Ryerson Press, Queen and John Streets, Toronto, Ontario, handles the Appleton-Century general trade line in Canada.

Coming Events

MISS BISHOP—*By Bess Streeter Aldrich.* \$2.00.
(Aug. 25)

MR. PETE & CO.—*By Alice Hegan Rice.* \$2.00.
(Sept. 1)

A NICE LONG EVENING
—*By Elizabeth Corbett.* \$2.00. (Sept. 22)

THE PROSELYTE—*By Susan Ertz.* \$2.50. (Sept.)

EDWARD VII AND HIS TIMES—*By André Maurois.* (Sept.)

These Are Appleton-Century Books

A. S. M. HUTCHINSON

whose character Mark Sabre made
IF WINTER COMES one of the
memorable books of our times has
created another great character in
Stephen Wain of his new novel

THE SOFT SPOT

The First Critical Opinions:

William Lyon Phelps says: "Hutchinson's 'The Soft Spot' is the best novel he has written since 'If Winter Comes.' It is exciting in narrative, penetrating in analysis and deeply affecting."

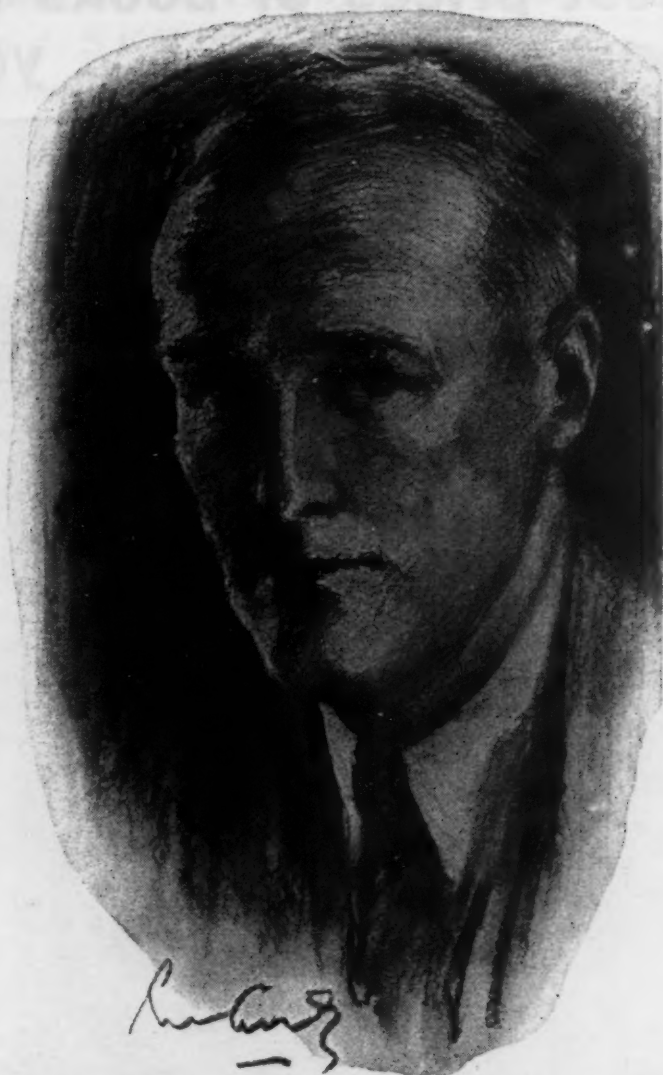
Harry Hansen says: "It's the best book he's done since 'If Winter Comes' and ought to tear at the heartstrings of a great many readers."

Sterling North says: "'The Soft Spot' is intensely human, deeply moving—an even greater book than 'If Winter Comes'."

Virginia Kirkus says: "It is the most significant thing he has done since 'If Winter Comes'."

Initial Advertising Appropriation \$4000
Ready August 11. \$2.50

LITTLE, BROWN & CO.



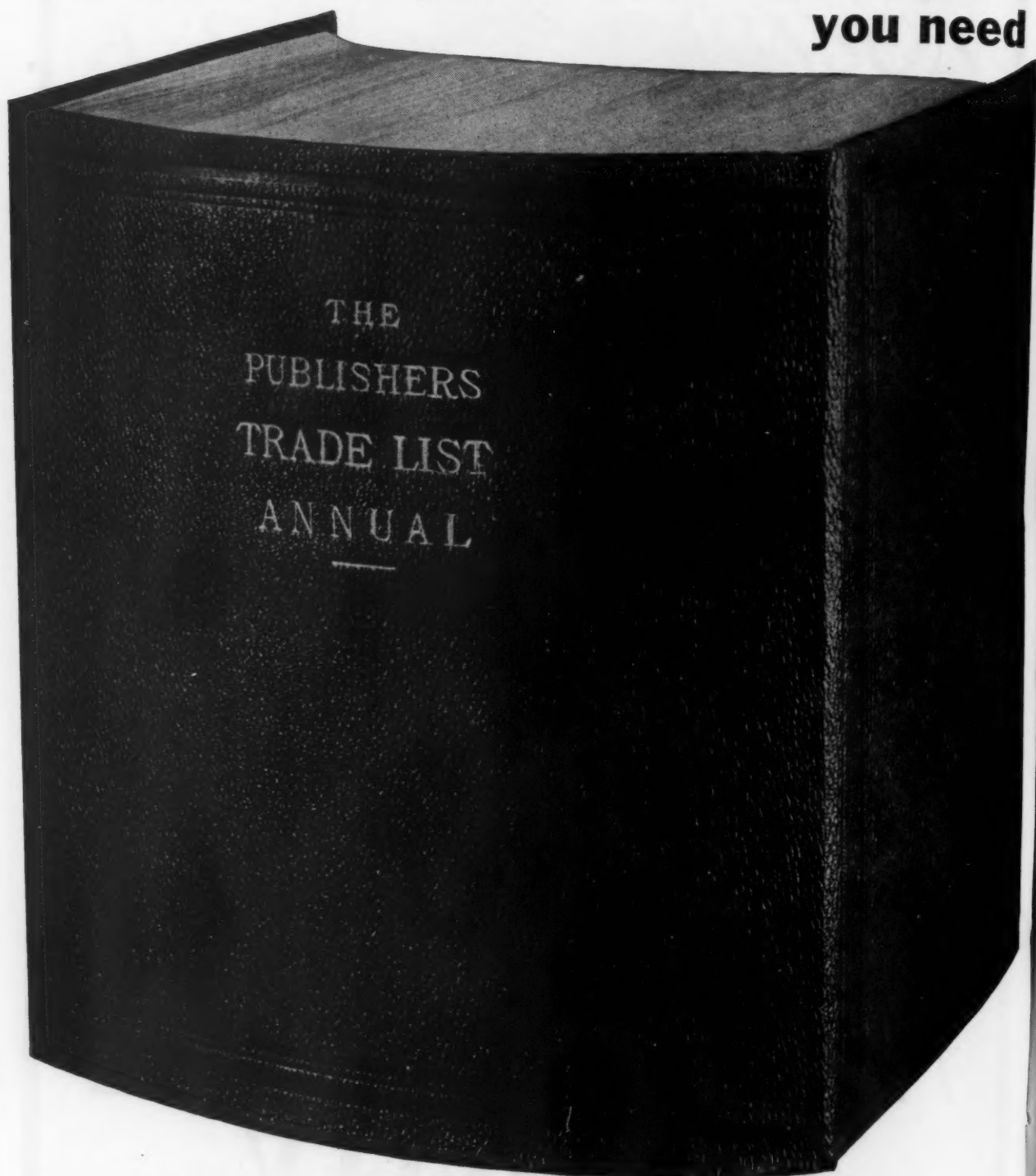
*Buchan's most interesting character in "Buchan's best book."—
London Times*

A PRINCE OF THE CAPTIVITY JOHN BUCHAN

\$2.50 August 23

Houghton Mifflin Company

**for the latest prices of books in print
you need**



SPECIALLY REDUCED PRICE \$3.00

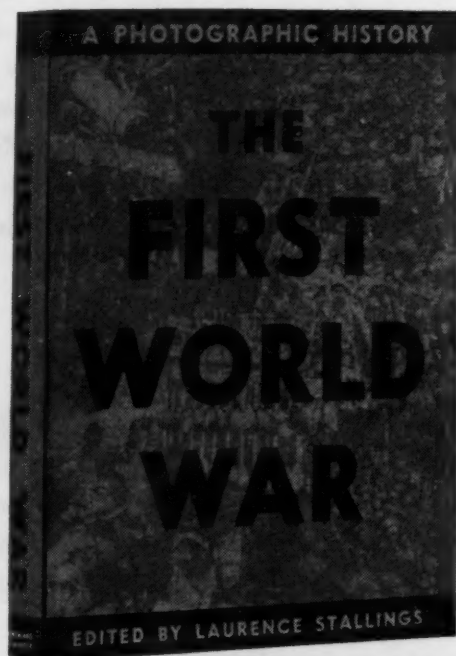
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Publishers • 386 Fourth Avenue • New York





Today (July 31st) is publication day of
"The First World War"


 This column is being written at the Zero Hour. Frankly we don't know what will happen to our *War Book*. It's much harder to tell than it has ever been. Usually we see a manuscript, and can visualize possibilities from one impact. There has been no One Impact from *The First World War*. You see, it was originally just an idea. The idea has taken shape over the course of three years. The photographs came in slowly from all over the world. We selected from 3,000 of them. The proofs came in daily, the captions were assembled slowly. And by the time the finished book came from the press, we had seen parts of the book so often that we just couldn't tell.


 This is publication day, and things look auspicious. The Sunday New York *Herald Tribune* and New York *Times* carried splendid reviews. The advertisements looked good. There are displays this morning in dozens of bookstores throughout the country. People who have seen the book are extremely enthusiastic about it. The big question now is: will the people with \$3.50 buy it? At the moment it seems to us an exciting question. For the book represents a much bigger gamble than the ordinary book. It has been very expensive to make. The investment is extremely large. If the book flops, the loss to S&S will be considerable. If it goes well, then we will have on our hands a tremendous property for the years.

 Possibly it is because publishers are inclined to be introspective like this that the advertisements you see in *Publishers' Weekly* are usually much more exciting *before* a book is published than after it is out. After all, few books are really as tremendous actually as they potentially appear in the advertising pages of *P. W.* Once in a while an exception appears—like *Anthony Adverse*. Here is a book of which Farrar and Rinehart expected big things. It has clicked gorgeously, and now the ads you see for *Anthony Adverse* (both in consumer media and in the *P. W.*) are as exciting as they were before publication date.

 *The Inner Sanctum* is grateful for what has happened to some of its recent publications after publication date. In the first place, we have a novel in *Little Man, What Now?* that has laid low the ghost about S&S fiction. On most best seller lists it is second to *Anthony Adverse*. It is selling an average of 1850 copies a week, and it is on the up.

 Then there is the continued sale of other Spring publications such as *Tschiffely's Ride*, *A Philosophy of Solitude* (which has far exceeded our expectations), and the *Sims Summary*. *Van Loon's Geography* and *Fun in Bed* (both from late 1932) continue even during July to sell between 200 and 300 copies every week. Somewhat of a disappointment was *Sing Before Breakfast* which after a slow start spurted considerably, only to lag again after a couple of months. On the other hand, *God's Angry Man*, LEONARD EHRLICH's novel (about which you saw Big Things in the *P. W.* last fall) continues to click, and will probably continue to be active for months to come.

 One of the recent surprises has been *Mathemagic* by ROYAL V. HEATH. It was passed over by a great many booksellers. When the one or two copies were sold, booksellers were glad that that was that. And yet, they have continued to reorder in larger quantities each time, until now 10's and 25's are a daily occurrence. Watch *Mathemagic*.

 There are a lot of exciting possibilities on the Fall list, but we'll leave them for another day, merely telling you today that they include WALTER PITKIN's new book about how to make the most of your energies. It's a grand book with a grand title: *More Power to You!* OGDEN NASH's new book, *Happy Days*, will be about twice as big as either *Hard Lines* or *Free Wheeling*; and there's a spicy volume on tattooing (yes, tattooing—all about what sort of people have it done to them, and why and how, with loads of pictures) that's been creating a minor sensation whenever advance proofs have been shown.—But here: we're beginning to succumb once more to *P. W.* Mania, and we promised ourselves to go easy on it today.

—ESSANDESS

Seven Leaders . . .

Five are novels, one deals with politics and current social problems, and one is a history of medicine told in narrative form—they are the outstanding titles on my fall list. I think they are likely to be among this season's leaders in book store sales. Five of the authors have excellent sales histories, and the other two have been built up by fine reviews, generous advertising, and publicity to a point at which they might easily step into the class of "best sellers." I urge booksellers to consider these titles carefully and to begin now to plan displays and promotion. You may be sure that I shall cooperate in every practical way.

Sigrid Undset's *Ida Elizabeth*

is the story of the marriage of a strong and capable woman to a shiftless weakling. It is, I think, one of her major achievements. It should sell well, for it is a modern story, it is not a religious story, and it is complete in this volume. Remember that more than 150,000 copies of *Kristin Lavransdatter* have been sold to the American people, who bought as well 40,000 copies of *The Wild Orchid* and *The Burning Bush*. To be published on September 29 at \$2.50.

John Rathbone Oliver's *Priest or Pagan*

is an amazing and strange tale—the most powerful by far that he has written. It is an epic of the struggle between the forces of good and evil—a long novel (460 pages) but one that I had to finish reading at a single sitting. Nine in the evening to half past three in the morning at that! You have but to recall Dr. Oliver's *Victim and Victor* and *Fear* to appreciate the sales possibilities of his new book. To be published on August 25 at \$2.50.

Warwick Deeping's *Two Black Sheep*

needs little comment. Few novelists of our day have so consistently held the esteem and affection of so many thousands of readers. There is one point about this book, however, that is worth remembering: it is the only new Deeping to be published this year. (Last year I published two; their combined sales totalled 60,000 copies.) A two-panel eight-color poster will be available. To be published on September 8 at \$2.50.

G. B. Stern's *Half of the World*

is a true "Stern" novel—brilliantly written, debonair, crowded with exciting happenings (some of which are sinister, some delightfully humorous), and peopled with charming and uncommon characters. It is a big and rich novel that belongs with *The Rueful Mating*, which sold 13,500 copies, and *Debonair*, which sold 26,600 copies. To be published on October 27 at \$2.50.

Logan Clendening's *Behind the Doctor*

is a book for everyone who bought his *The Human Body*, of which 127,000 copies have been sold. It is the story of medicine, of the men and women and the episodes that are behind your doctor—that have created the knowledge and the skill at which you marvel when your doctor treats you. No part of it has previously been published. A big book—450 pages and 148 illustrations—no reader will find it too long. *To be published on September 15, probably at \$3.75.*

And the two "dark horses"... which are, perhaps, really not very dark after all.

L. A. G. Strong's *Sea Wall*

is a tender and beautiful story. It belongs, in manner, mood, and scene, with *The Garden*, which sold 6,600 copies through the bookstores. *Brothers*, which I thought a grand novel was probably too powerful for most readers and sold only 4,200 copies. But *Sea Wall* will do better and may reach that very large audience which Mr. Strong has already won in England. *To be published on November 3 at \$2.50.*

G. D. H. Cole's and M. I. Cole's *The Intelligent Man's Review of Europe Today**

is an incomparable survey of the social structure and the politics of the European nations. It is written so lucidly and presents vital information so simply that no adult reader of newspapers should have the slightest difficulty understanding it. Mr. Cole's *A Guide Through World Chaos*, sold 3,300 copies (over 40,000 in England)—by no means an insignificant sale for a book on economics by a man whose previous reputation was that of a specialist. But his new book is not an economic work, and Mr. Cole now has a popular audience. There is no book like it for those who want to know something about European problems—and that means all intelligent men and women, for no matter how nationalistic we may become, we cannot dissociate ourselves from Europe. *To be published on October 6 at \$3.00.*

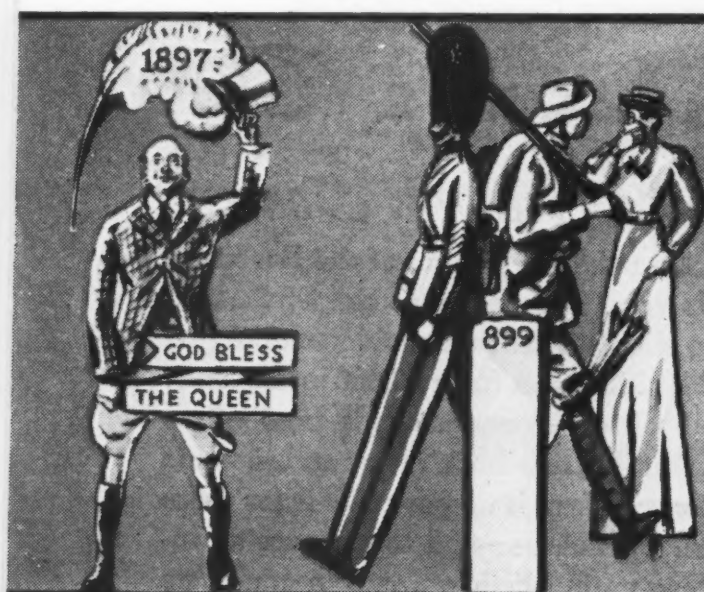
Alfred A. Knopf



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*This will be the best value I have ever offered: 275,000 words—750 pages.

*Last and greatest
of the Herries Chronicle*
...an ANNA KARENINA of
our time...



VANESSA
by HUGH

THIS is the story of Vanessa Herries, daughter of Adam, who was the son of Judith Paris, who was the daughter of Old Rogue.

Vanessa is the beauty of the family. At Old Madame's Hundredth Birthday, she was "a damned pretty child." Some one remarked, when she went up to London, "some day that girl will be a Duchess."

But Vanessa loved Benjie, also a Herries... merry, gay, always laughing—"No one's enemy but his own."

Through four long books of this great novel—"The Rascal," "The Husband," "The Lover," "The Ghost"—we are given not only the greatest of the Herries series, bringing it to a triumphant conclusion as one of the important chronicles of England, but in this single book a modern *Anna Karenina*.

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of

Though this be a broad statement, yet when one sits back and thinks over the Rogue Herries Tetralogy, he cannot but realize that no greater social history of a people has been written in our time.

Over 100,000 people in America alone have bought the first three titles in the Herries Chronicle. *The Retail Bookseller* has said of the work: "The Herries books get a solid 18-karat certificate. Over a period of time they may outsell any other work of this period."

VANESSA, however, is definitely a novel for a greater public than any of the other Herries titles. It has drama. It is nearer to us in time.

The action covers the years from 1875-1932. The period embraces the Early Nineties, the Boer War, the Edwardian splendours, the Great War, the General Strike; and Mr. Walpole, beginning his story in crinolines ends with a lively portrait of Sally, modern of the moderns, Judith Paris' great-granddaughter.

VANESSA is, in reality, a longer *Cavalcade*. England sits for her portrait in the fine flowering of an important work of fiction. Here are the two great Jubilees of 1888 and 1898, when half the kings of Europe tinkle by in a pageant of Empire. Two of the Herries take passage on the *Titanic* . . . there is the Oscar Wilde affair . . . great parties, with the butler an-

VANESSA

GI WALPOLE



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Anna

nouncing Mr. Henry James . . . Vanessa sits for Whistler to paint her portrait . . . and Benjie goes off to the War.

We definitely look forward to see VANESSA become a Walpole best-seller in terms of *Wintersmoon* or *The Cathedral*. It brings to a brilliant conclusion a major work. People who have read the other Herries

books must, of course, have the book. But—complete in itself, rich with human fortune—it is for all readers of the best in literature to-day. We suggest that you check your requirements of stock on VANESSA, as well as *Judith Paris*, *Rogue Herries*, and *The Fortress*; and write us at once for window display material and attractive trade promotion helps.

To be published September 6th . . . \$2.50

— DOUBLEDAY, DORAN —

THE Autobiography OF ALICE B. TOKLAS

WHO WROTE IT. Alice B. Toklas really exists. She has been Gertrude Stein's intimate companion for 25 years, and she appears in this book as "I." But you find out on the last page that Gertrude Stein wrote it. Thus: "The other day Gertrude Stein said, I don't believe you are ever going to write that autobiography. You know what I am going to do. I am going to do it myself, as simply as Defoe did the autobiography of Robinson Crusoe. And she has and this is it."

WHAT IT'S ABOUT. It is about the life of Gertrude Stein, who has always been identified with the great revolution in the arts that came with the turn of the century. What LINCOLN STEFFENS' AUTOBIOGRAPHY tells politically, what Mary Austin's EARTH HORIZON does for the same period in American life, Gertrude Stein's story reveals, especially in its tales of her Paris home where she has lived for years, the forces and personalities that changed the world of art and letters.

THE PEOPLE IN IT. Before the war, they were revolutionaries; now they are bywords. And there are many others too, attracted to Gertrude Stein's *atelier* by her magnificent personality. A few of them are Picasso, Matisse, Sherwood Anderson, Hemingway, Cocteau, Edith Sitwell, Lytton Strachey, Louis Bromfield, Bernard Fäy, Bertrand Russell, Ford Madox Ford, Wyndham Lewis, André Gide.

HOW TO SELL IT. A wide general audience (a good deal of which knows of the book from the *Atlantic Monthly* where only one third of it is being serialized) will read it and talk about it. It is a booklover's "inside story" and written, unlike Gertrude Stein's previous work, with amazing simplicity, with intimacy and humor, with a powerful directness which proves Gertrude Stein to be the master of a style that the "moderns" have learned from her and used to advantage.

HARCOURT, BRACE & COMPANY

September 1

September Literary Guild Selection

Illustrated, \$3.50

THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

AUGUST 5, 1933

What of the Staff?

Some Suggestions on the Treatment of Bookshop Clerks

BY

ONE WHO HAS NOT FORGOTTEN HE WAS ONE OF THEM

IN A DAY OF BACK-SLAPPING FOR MANAGERS who have even so much as pulled through; of self-congratulation on the part of owner-managers for having got by and into what seems to be better business, something should be said for the humble staff which in most cases has been definitely responsible for keeping business afloat.

In the days of affluent business there was something of a code among managers concerning their treatment of staff. It was small of them, they silently agreed, to be petty. Let the staff have its ideas, give them some rope; when they got out of bounds, reproof; if that was not sufficient, two weeks notice. This whole process usually was in the "grand" manner and suggested the real bigness of managers in general. There were bonuses for special effort, contests for sales, and prizes for sales talks. There were occasional social gatherings to bring the staff together, or the staffs of several stores together. All these things slipped quietly out of sight with the period of bad business just passed, and a new and rather grim rule, certainly it could not be called a code, came into use. "Work as hard as you can because this may be your last week." "A few harder licks may earn you an extra week with the firm." A cloud of blackness settled over the staff with the posting of devastating sales graphs, the lines of which ever sought the lowest level. The ancient scholastic method of scaring the student into effort became the rule. This, in some cases had its effect, but the gloom cast over the staff could not help becoming contagious; customers caught it.

With the renewal of business and the promise of much more to come, those in charge of various staffs may well examine their former attitude toward these groups, to see what if any, shall be their changes in attitude in the future.

Suggestions for a general scrapping of some former attitudes are as follows:

1. To the deepest cellar with the old "holier-than-thou" attitude of managers toward their staff. It has become a rule that certain aspects of business are too much for the feeble mind of the staff member; a sort of "when you are older mother will explain, dear" gulf has too long existed between staff and the management. Clerks who were eager to learn the business, to get the routine, have found themselves carefully shut out of certain aspects of it. This was particularly the case in many small shops where the manager seemed to feel that he could only hold his own by making a sharp line between his activities and those of the staff. I refer to such things as: routine ordering of dollar books, billing, passing bills, from publishers and wholesale houses, checking stock and making suggestions for further including books now out of stock. These duties were those that marked the true manager! Absurd. These were the duties that tied him to the ground, that kept him from having time to get new ideas, create sales effort, and build up business.

2. The manager's attitude toward the publisher's salesman: a visitor pleasant to see, but with whom the staff has nothing in common. Witness the eager staff member who, having completed his work, edges near the

table where new books are being shown, only to be sharply sent on his way by the manager or buyer. This attitude, too, is ridiculous. Who, after all, is going to sell the new books? If the salesman can give some of his contagion caught from his list to the clerk, what could be better? The public cannot but feel that the bookshop is excellent, if when he asks the clerk about a book, the clerk can say that the book is coming, that he has seen it, and that it will, or will not, be the book the customer expects. Usually in such inquiries the customer must be sent to the balcony to speak with the manager. A knowledge of the stock past and present is not sufficient for a staff member. He has every right to know all the manager knows about the future. Publishers have made definite overtures to break down this strange barrier between staff and manager, by sending announcements and information to members of the staff. Intelligent managers appreciate this, but there are those who seem to feel that a standard has been lowered, that the manager has been somehow eclipsed.

3. Pats on the back in the form of 25¢ bonuses for sales of particular books. This sort of thing may result in a few plus sales but has a belittling effect on the staff. A bonus for sales made throughout the year, no matter how small, would have a much more lasting effect, and a less demoralizing one. Bookshop staffs for the most part are not made up of children but more often than not of well-educated young and old people. This group can not be patronized. A bonus over a year's time is something to be worked for as an expression of good will and appreciation between staff and manager. But a bonus for a particular book is something else. It is "an extra piece of cake for supper if you're good" stroke of psychology that in the long run breeds no good.

4. Away with the suggestion box in which clerks are expected to drop notes sketching promotional ideas. A definite opportunity for an expression of creative ideas should be afforded the staff. Let them voice their opinions about windows, sales, advertising, direct mail, or whatever. Important men on the staff have always been invited to approach the management with suggestions. But many of the best ideas do not come from one person alone, but one at a time, and

perhaps one to a clerk, over a period of time. Frequent personal interviews, in which the timid or reticent clerk may have no fear of being laughed at by others for his ideas, builds up confidence in the clerks, makes them feel a part of the business, and creates a friendliness between manager and staff that is healthy.

5. Break down the deprecating level to which list and errand boys have been subjected. From this class have come some of the best men in the book business today. Training of this group is important. A good errand boy learns quickly, and understands well. He gets his training, a piece at a time, salts it away permanently, and by a process of time, has acquired a considerable knowledge of the business. If he is not permitted to know these things, finds them out by his natural intuitiveness and eagerness to learn, he is dubbed "too damned bright" and watched carefully when he goes near the cash drawer. Employees, in their spare time, should be allowed the freedom of the shop, to explore, to find out, to question, and to read.

There are instances of stupidity of managers in their dealings with staff that are gross and reflect no credit on the book business: dealers who have "fought" with a publisher and put that company on a black list forcing their progressive clerks to fake special advance orders when they see a good book coming from the publisher in question: the manager, who has had unpleasantness with a client, whom the clerk must soothe and keep as a customer. There is a direct ratio between the distance from the business floor to the manager's office and his relation with the trade and his staff. He is just as far removed from his customers psychologically as he is physically in his office. The staff must bridge this gap. The infinite number of bridgings they affect is not sufficiently appreciated by the manager, in many cases.

There is much to be said for the manager who must smooth out the rough places the staff have created. Not all staff members are conscientious, hard working employees. But enough are so that they should receive a greater respect than they now do. With the arrival of new business, I propose a toast to the staff . . . collectively . . . who have carried us through.

Erotic Books and the Depression

Familiarity Has Bred Contempt

ALAN DEVOE

ONE CURIOUS MANIFESTATION of the economic upset has pertained to the purchase and sale of literary erotica. The traffic in erotica has undergone a remarkable change, and its significance is difficult to determine.

Any reader of booksellers' catalogs is familiar with the sections headed "Esoterica," "Curiosa & Facetiae," or even, with notable inexactitude, "Occult." The books listed for sale in such departments cover a wide range. There are found works of Ronald Firbank and others of the sen-sen school; works on flagellation, sadism, masochism and various other sexual quaintnesses; and finally (in some catalogs) books that are properly describable only as printed filth.

It was to be observed, in reading catalogs a few years ago, that most books in these classifications were inordinately high-priced. In many cases they were, in fact, the chief support of the bookseller. Very young men and very old men, deriving agreeable titillation from such works (or anticipating, at any rate, such titillation), were willing to pay high prices. And so the books were offered in rich morocco bindings, or in limited signed editions, or were billed as "excessively scarce," and a thumping price was asked (and received) for them. It is in this matter that great changes have been wrought.

Books of all kinds have, of course, been reduced in price. But de-luxe erotica has tumbled so tumultuously that in its case there must be some special force at work.

That bookseller's standby, M. Pierre Louys, has lost caste utterly. The Peacock Press edition of "Aphrodite," published in the sumptuous gewgaw manner of the best Old School erotica, with an asking price of thirty-seven dollars and a half, is now being offered with wistful hopefulness for less than fourteen dollars. "The Adventures of King Pausole," lushly caparisoned in black and gold and fulsome vellum, has sagged from \$12.50 to \$3.75, and even at that price no crowds are to be seen fighting for its purchase.

It is not necessary to run through all the list of declassified erotica. "Candide" (always

touted as erotic, and once available chiefly in editions that fetched their weight in gold) languishes by the bushel on drug-store counters, at one dollar per copy and less. Boccaccio's "Decameron," even in that dazzling edition which Jean de Bosschère illustrated and which came from the presses at \$17.50, is for sale at less than half the price. Bookshop counters are bowed with unwanted erotica. "The Girl With the Golden Eyes" reduced from \$12.50 to \$3.33—"Psyche" for the price of a haircut—"Venus in Furs" for two dollars. Bookdealers have to face the fact that erotica is not what it used to be.

What is the reason for the abrupt apathy to high-priced erotica? Surely it is not a sudden accession of public righteousness; it is difficult to regard it, in view of all other indications of our national taste, as symptomatic of a new morality. The pinch of the depression does not seem alone sufficient to account for it. What then is the reason? An answer to this will be more readily forthcoming if certain concurrent phenomena are considered.

Exactly parallel with the waning of de-luxe erotica there has been a remarkable waxing of cheap erotica. Where this movement began is not easy to learn. It may have begun in drug-stores, whose reading clients are seldom if ever discriminating bibliophiles. It may have had its start with the bankruptcy of a prurient publisher, whose wares were thrown upon the market at low prices. Wherever it may have started, the movement gathered speedy momentum. One publisher after another found a quick way to solvency in re-printing the old Erotic Classics in such enormous editions of such miserable workmanship as to put a copy within easy reach of any citizen who could read. These wretched works—these enormities of book-making—are now stacked in immense piles on the counters of almost every drug-store and department-store in the country. Anyone possessed of literacy and fifty cents may now buy himself a couple of solid hours' erotic reading, printed on cheap paper,

bound in the lowest grade cloth covers, and concocted in the worst possible taste.

The once fabulous prices of erotic books were made possible because the rank and file of the reading public did not know what remarkably uninflamming works they really were. Publishers baited them with leering phrases and veiled allusions, and bedecked erotica with vellum and morocco and such exotic stuff as hinted a very hot-house of voluptuousness within the covers, and set such a high price as to indicate clearly that here was *Forbidden Fruit*.

And then arrived the depression, and, accompanying it, the sudden cheapening and

popularizing of erotica, by publishers who saw no other way of making money. The secret was a secret no more. No longer were erotic books placed tantalizingly almost out of reach by virtue of fantastic prices.

The veil is torn aside, and familiarity, as is its custom, has bred quick contempt. At last the great body of readers *knows what erotica is*; they purchase erotic books in cheap editions, and what they buy they buy sanely and in moderation. For the Old School of erotica—with all its finger-on-lip, its furtiveness and elaborate mumbo-jumbo, its solander slip-cases and vellum backs and gilded edges—they have no use at all.

Growth of the Twopenny Library in England

IN THE JANUARY 14 ISSUE of the *Publishers' Weekly* in an interview with Mrs. Belloc-Lowndes, we spoke of the rapid growth in England of the Twopenny Library. This growth has rapidly continued and is viewed with much concern by English booksellers. Walter Magenis has given in recent issues of the *Publishers' Circular* some very interesting details of the *modus operandi* of these libraries.

The whole thing was started by a man in the London suburbs, who rented out clean copies of books for twopence per book per week, no deposit, no subscription. The plan was an instant success and now these libraries are to be found all over London. There are said to be over seventy within the City. One firm has shops in the West End and another has a chain of country shops. This last has old books for rent as well as new, and has put in the small two shilling book. The first firm does not handle old or small books but specializes in clean, bulky books. This type of library is carried on in hairdressers', grocery shops, on push carts and in other unexpected places. In most cases the people who run these libraries have no experience with the booktrade. The terms on which the books are bought seem to vary with the size of the library, in most cases one-third net, but in the case of the larger concerns, at the best wholesale rate. Many are not run on the best business methods and do not know what profit they make.

If the average cost of the book is 2s. it would have to go out twelve times to pay for itself and many times over to pay expenses and a profit, and many times more than that

to pay for those which do not go out freely. Books costing below the average price increase the profit if they go out enough times, which is doubtful; books costing more than the average price will have to go out more than the average number of times before they can make a profit. Remainders seem to do little more than pay their cost. Clean books are much more popular than dingy ones. Most libraries put on irremovable bright jackets to prolong the lives of the books. If the book is kept more than a week a fine must be paid; no book may be kept for more than a month. Large firms renew the stock quarterly, smaller firms once a week, or once a month. Two great problems are the necessity of keeping a large stock and the sudden waning of an author's popularity. Books are sold off after their active careers and one firm has established a chain of shops for the purpose.

"All this sort of thing," says Mr. Magenis, "is making serious inroads into the business of bookselling. One could almost say that bookselling as an independent business has ceased. The shops are so few and far between as to be found only in special areas. High-class bookselling is a fascinating business, but the demand is very confined. Popular bookselling is not nearly so interesting and absorbing, but it is possibly more profitable though it demands rapid sales. When the sales fall profits decrease, but when the public can borrow at twopence a time the book which is offered for sale at two shillings, half a crown or three shillings and sixpence, in a perfectly new and clean condition, the bookseller is hardly wanted."

Cedric Crowell: The Chain's Strongest Link

WALLIS E. HOWE, JR.

WHEN THE SMOKE OF BATTLE of an A.B.A. convention has cleared away, the delegates have packed up their pet peeves and gone home, it is usually somebody like Cedric Crowell who puts the pieces together and constructs a practical platform for action. Come to think of it, it's usually Mr. Crowell himself.

He's a busy man, running the 18 shops in the Doubleday chain, and his somber mien might make you think that grave affairs weigh heavy upon him. The truth is he has so well organized his mind and his time that he is able to take care of the multitude of details this job involves, the important assignments the book industry repeatedly hands him; and to find time for stimulating diversion on the outside. Did you know that he is one of the best-known amateur actors around New York?

He started in the book business, a week after graduating from Bowdoin, as night salesman in the newly opened Doubleday shop in the Pennsylvania Terminal. But he didn't stick with it long; after a few months he left to become assistant secretary of his college fraternity and editor of its magazine. That palled, too, after a year, and he took a flyer at his life's real love—the stage. He tramped around in stock with such stalwarts as Jessie Bonstelle, James Rennie, Richard Bennett, Granville Barker; and wound up in Portland, Maine, as secretary of a civic theater, and part of the cast.

It didn't click, and back to New York and the Penn Station shop he came in 1915. He made good, and a year later was made man-

ager. Another year and he was promoted to the managership of the Lord and Taylor shop. He stayed there until the war broke out; he entered the Intelligence Department at General Headquarters as a private. At the end of the war he graduated, a lieutenant; and went back to the Doubleday "chain" (there were now three shops) as general manager.

His career since then with Doubleday has been one of expanding the number of stores, of closing the ones that didn't pan out, of coordinating their activities. At one time or another there have been 35 of them; there now are 18, with 11 in New York, two in St. Louis, and one each in Chicago, Philadelphia, Syracuse, Springfield, Mass., and Webster Groves, Mo. His job would have been a lot simpler if he had handled it as the manager of a chain of grocery shops or filling stations would

have. But Cedric Crowell believes the greatest strength of a bookshop is its own personality, as developed by its manager. This sometimes brings complications, as booksellers are notoriously long on temperament, but it has worked out in the case of the Doubleday chain. "He doesn't boss," one of his managers told me; "he kind of steers."

He's a great man for system, and his pamphlets on accounting and stock and cost control published by the N.A.B.P. are considered standard in the industry. He keeps in close touch with all the branches and can tell from a glance at the records just how each shop is coming along in its battle with the budget, how it stands in relation to the others. He lets them do their own buying,



Photographed by Bachrach.

Cedric R. Crowell

except in special cases with something like atlases or globes. He would prefer to confine his business to books alone, but economic pressure in the past year or so has brought in such gadgets as reading lamps, greeting cards, puzzles, etc. (They'll probably vanish when times are good again.) In the ripe old days, the Doubleday shops would do over a million dollars a year; you can safely count on them to sell from one to one and a half percent of the books sold in the country.

He believes that the more bookstores there are in a neighborhood the more books will be sold. Thus you will often see him open one Doubleday shop in close proximity to another (at one time there were six within a half dozen blocks of the Grand Central, and three in Penn Station). He believes in anything that will help spread the idea of books whether it is more shops with more books displayed, rental libraries, book deposits in drugstores, etc. (he now has 30 "concessions" in Long Island stores which never

sold or rented a book before). He is an archenemy of price-cutting.

Watching him as he presents the concise report of the Resolutions Committee the last day of an A.B.A. convention, you might get the idea that here was a stern, hard, humorless man. You'd be miles out of the way. He has a keen wit, a broad sympathy; and has fun whether he's cruising around among his shops, playing passable golf, or cavorting on the boards with the Port Washington Players.

I sat at lunch with three of his managers, and asked: "What's the secret of Cedric Crowell?" And they answered with a heartening unanimity: "He's fair. He knows his business. He knows what he wants and how to get it. But, above all, he's fair."

That's a good indication the Joint Board has chosen well in making him chairman for the coming year; and the A.B.A. in naming him head of the committee to draft the Booksellers' Code under the Recovery Act. He's fair.

Customers' Choice

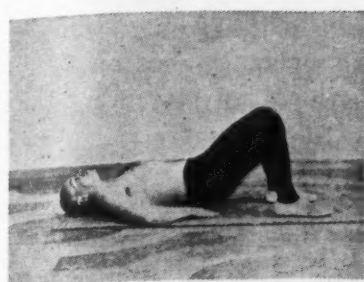
"WE'RE ALL LOOKING for valuable assets:" Ken McCormick writes us, "stock that rides along easily from month to month, or week to week, produces a reasonable profit, takes a minimum of space for display, and requires a minimum of sales effort. I say we're all looking for those assets but find them seldom. The reason probably is: they do not exist . . . not with the above qualifications. Even if it's the smallest novelty number, the thing has got to be nursed along. We all know it, but how many of us do it?"



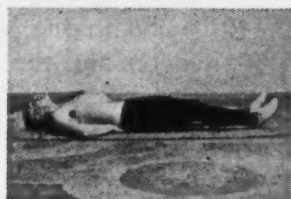
"We all sell our 'Ann Vickers,' and 'As the Earth Turns,' enjoy a spontaneous profit, and remark that business, for the time being, is good. But there aren't enough titles like these to fill fifty-two weeks of the year. Profit thus gained is quickly eaten up in the sag that follows a best seller. There are a lot of sag-fillers that are not being exploited as they might be, and I'd like to point out a few that are bringing small but consistent profits for the men who are pushing them.

"When the pamphlet came out, the trade looked at it as a good but short-lived idea. The first few issues of the John Day pamphlets were given a break in every store; but it was only the wide-awake fellows who followed through with them . . . picked up the minor profits on pamphlets about less widely read subjects. Since then the pamphlet has reached a degree of real popularity. The audience which has taken to the pamphlet must not be forsaken. This small item spoils very few possible larger sales. If anything it whets the appetite of the reader for more expansive information. A well-made sign, with slits for inserting the current pamphlet does a lot toward keeping your pamphlet public buying. It takes a very small space in your window, and will be something that is looked forward to if kept in the same place week after week, with pamphlets changed as issued.

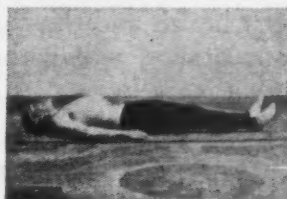
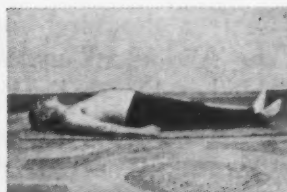
"The Keynes pamphlet on economics; Woodward's 'London Conference' preface; and now the booklet of topical interest, 'The Century of Progress Book,' published by



THE HAMMOCK SWING



TENSING AND RETRACTING



PUMPING



THE LATERAL PRESS

Typical illustrations from "The Culture of the Abdomen" which the Doubleday shops have made into a best seller.

Rand McNally for a quarter, all these items, with additions almost every day, form a new current of earnings. Further, they create an appetite for more exhaustive reading.

❖ ❖

"Depressions seem to fill people with the urge for learning, and all sorts of short cut books sell, . . . concise histories of civilization, short biographies, how to do this and that. By conning catalogs and particularly by tying up with social research bureaus who publish big lists of this sort of thing and are often glad to put them out on consignment, a regular trade can be created.

❖ ❖

"As for creating a buying public in your shop for this type of thing, nothing will do it quicker than a change from conservative, bookish windows, to those not of knick-knack but curiosity appeal. The passing public is delighted to find its old standby stores showing a little life, putting in books and booklets that their pocket-money can buy. Pamphlets, bridge scores, unique maps, star finders, catchy puzzles, put a little additional pep into your shop, and still do not force it to surrender its bookshop standing. Various dealers' experience in this sort of plus business has taught them that it is the windows which sell these items almost exclusively. Shops in a position to command hundreds or thousands passing daily can get a lot of new customers by varying their windows, if not completely, at least by frequent insertion of new items with discreet price tags, in the regular book display.

❖ ❖

"In some cases interesting tie-ups between artist or wood-worker, and bookshop can be

made. One shop displayed portraits done in pastels in the window which featured art books. A sign was displayed saying that the artist would do a portrait in one sitting at his studio or at the customer's home. This gave the window several plus values: hook-up between books and pictures; attraction of more sophisticated and moneyed customers who might not have entered the shop otherwise; and profit on any of the portraits commissioned. The amount of window interest such a plan draws is enormous. Another series of pictures entitled: 'Around Our Town' appeared one at a time in the same shop's windows, combined, of course, with books of distinctly local interest. The pictures were changed each week on a certain date and came to be looked for by the passers-by. The pictures were for sale; the books; and commissions made for scenes the rambling artist had not yet done. Without carrying this to an extreme and becoming Ye Little Gifte and Photographe Shoppe, window tie-ups of this sort, and clever display and selling of minor items, can create both interest and business."

❖ ❖

We've been watching the rather extraordinary progress of "The Culture of the Abdomen" in the Doubleday, Doran Book Shops during the past few months, and because these shops have done so well with the book we asked Alfred van A. Van Duym, Doubleday's expert window designer, to give us a little history of the sale of the book. Van, we might add, is sold on the book himself, having shed 24 pounds by faithfully following its directions. Here's what he says about the book:

The sale of close to a thousand copies of "The Culture of the Abdomen" in less than a year by the Doubleday, Doran Book Shops alone has an interesting story behind it. It rather goes to prove that the sale of a book which has great practical value, such as the improvement of our health and the changing of our physical appearance, will gather momentum as the months go by.

❖ ❖

Originally "The Culture of the Abdomen" was published in England in 1924, but it was not brought out in this country until June, 1932. At the time the book made its appearance in this country not much attention was paid to it. It was just another health book which professed to make you slender at the cost of some boresome exercises which most people in a flare of enthusiasm might keep up for about ten days, only to drop them disgusted if their waistline had not in that time been reduced by at least six inches. There were no posters available for the book and the best one could do in showing it in windows was to open it up at the pages of illustrations of the exercises. This was done and, lo and behold, gentlemen in the middle years with increasing waistlines began shamefacedly asking for "that book you are advertising in your window." Those with even less courage had their wives ask for the book and with each succeeding week and month additional copies of the book were sold without the usual aid of ballyhoo through newspaper advertising and publicity.

❖ ❖

Where it used to be fashionable for women to be slender, men paid less attention to such problems of personal vanity. This book was particularly addressed to men of middle age and until now nobody had really paid much attention to the problem of their physical appearance. The more wealthy gentlemen in the forties and over paid colossal sums to experts to have them do their reducing for them. They stuffed all they could and then they were made to sweat it out in gymnasias. There are still many of those institutions and no doubt they serve their purpose.

❖ ❖

But what Emerson said about the mousetrap is equally true of a book which fulfills

its purpose better than any other book on the market, especially if its message is not based on any fad or fancy, but on solidly controlled facts, which we may see proved all around us.

❖ ❖

So in the bookshops themselves the managers and the sales force started taking these exercises with startling results and their enthusiasm for the sale of the book was stimulated by their own experience in doing these exercises themselves. It even went so far that there is now a bet on between George Seiffert and Christopher Morley as to which one is going to reduce the most, doing these exercises for a given period.

❖ ❖

Just lately I have taken them up myself and with marvellous results. It takes little time and where all other physical exercises usually exhaust one and do not serve the purpose, which more natural physical exercises, such as walking, swimming, riding, achieve, these exercises concentrate on those parts of the anatomy which the most strenuous diets fail to reduce.

❖ ❖

So now this book has been brought out in a new form and the exercises are conveniently placed at the beginning of the book in unfolding pages. Anyway, here are the sales for the Doubleday, Doran Book Shops by periods of three months:

June, July and August, 1932 82 copies
September, October, November, '32

235 copies

December, January, February 350 copies
March, April, May, 1933 300 copies
(the figures slumped on account of the book being out of print for a period of several weeks).

❖ ❖

Just now one large and two smaller posters have been made for the book, which are most effective and the publishers see their way clear to making the book a close runner-up of "Eat and Grow Thin," with this difference, however, that this book entails none of the expense which accompanied the rather dear diets which were recommended in that book.

A. VAN A. VAN DUYM

In and Out of the Corner Office

DOROTHY OECHSNER, manager of Hansell's in New Orleans, has resigned and is spending the summer abroad. At present she is in Berlin with her brother who is business manager of the United Press there. ❖ ❖ ❖

J. A. McKaughan, formerly advertising manager for the Century Company, has joined the book advertising firm of Denhard, Pfeiffer and Wells. ❖ ❖ ❖

Stanley M. Rinehart, president of Farrar & Rinehart, was married last week to Mrs. Frances Goossens. ❖ ❖ ❖

The office of Dr. Hans Preiss, international bookseller of Berlin, is now operated by A. Harnach & Co., according to an announcement to the firm's American customers. Dr. Preiss is a Jew and is handicapped, his letter states, in trying to continue to do business. ❖ ❖ ❖

Joseph M. Jennings, now president of the corporation, is celebrating his fiftieth year at the Old Corner Book Store. He is famous for picking best sellers, especially in the field of biography, where his own reading interests lie. There was an anecdote in the *Boston Transcript* recently which recorded the surprise in the offices of Houghton Mifflin when a new salesman brought in an order for one hundred copies of a new imported biography from Joe Jennings one day. Ben Ticknor called up and verified the order, to make sure it was not for ten copies. The biography was Trevelyan's "Life of John Bright," and the Old Corner sold 250 copies in one week at \$5 a copy. ❖ ❖ ❖

Beltran Moralez, of the Aragat Booksellers in Chicago, is completing a check list of the first editions of John Cowper Powys. He wishes to get in touch with anyone who may have or know of material relating to Powys which has not yet come to his attention. His Chicago address is 1357 Sedgwick Street. ❖ ❖ ❖

Stanton A. Coblenz has taken over from the Paebur Company full rights to *Wings*, a quarterly of verse, of which he is editor. The new address is 1135 Anderson Avenue, New York City. ❖ ❖ ❖

Maxwell Reed, author of "The Earth for Sam," etc., in an address at the New York Library Convention directed the attention of the librarians to the author's very real interest in price maintenance. The author, he pointed out, needs royalties, and adequate royalties are hard to build up. In retail outlets authors are handicapped by price cutting which has cut down the possibility of adequate display and distribution in the metropolitan area and elsewhere. In the case of the Book Clubs the author is faced with the fact that, while as first planned the Clubs declared that they sought out "hidden buyers," today they were selling largely to libraries so that the author gets a fractional royalty from an established market. ❖ ❖ ❖

George B. Utley, Librarian of the Newberry Library in Chicago, suggests as an addition to the list of books which John Carter is preparing of books by well known writers remote from the field of their principal output, John Fiske's book on the use of tobacco and alcohol, "Tobacco and Alcohol. I. It does pay to smoke. II. The Coming Man will Drink Wine," published in New York in 1869 by Leypoldt and Holt. ❖ ❖ ❖

The first Professor of Books to be assigned specifically to prescribing for young people has been appointed at the Barnard School for Boys at Fieldston, N. Y., Montrose J. Moses being the first incumbent of the chair. Mr. Moses will conduct a book clinic where "children hold out their tongues to have their literary tastes diagnosed. Those with literary indigestion from too many saccharine and inferior stories will be cured by skillful prescription." ❖ ❖ ❖

Carl F. Sutton, who as editor of the *Childhood Magazine* and as proprietor of Sutton house—Book Publishers has been developing a successful line of books for schools and libraries at Los Angeles, has been visiting New York. ❖ ❖ ❖

Arthur Draper, who has been assistant editor of the New York *Herald Tribune*, succeeded Dr. William Seaver Woods as editor of *The Literary Digest* on July 1st. Dr. Woods plans to travel extensively, to gather material for a series of books he plans to write. ❖ ❖ ❖

THE Publishers' Weekly

The American Book Trade Journal

Founded by F. Leypoldt

Published by the R. R. BOWKER CO. R. R. BOWKER, President and Treasurer; FREDERIC G. MELCHER, Vice President; JOHN A. HOLDEN, Secretary.

Publication office: 19th & Federal Sts., Camden, N. J.

Editorial and general office:

62 West 45th Street, New York City.

MURRAY HILL 2-0150.

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August 5, 1933

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —BACON.

The Codes Progress

THE FIRST OF THE CODES out of the book-trade has gone to Washington, that of the Book Manufacturers Institute, the code having been adopted on July 12th by a general assembly of book manufacturing interests. O. D. Cheney, who has been named Administrator for this code, has filed a request for a hearing, which may be expected before the month is out. Other sections of the book-trade will receive notification of the hearing and any objections that may be raised can be placed before the government at that time.

The most important of its effects on the cost of producing books will be the new maximum hour provision of forty hours, in some plants forty-four and in some forty-eight. Book manufacturers cannot adapt their business to the thirty-five hour schedule which was suggested by the Blanket Code.

There have been no specifications as to wages, except in the case of minimums of 37½ cents per hour for men and thirty cents for women. The industry has resolutely approached the problem of unfair practices in the trade and this code binds members to the elimination of all types of unfair practice such as have crept into the industry in its highly competitive state.

Under such a code the book publishers,

who have for many months had the buyers' advantage of competitive conditions, will feel the stress of increased costs and they in turn must look for a bettering in their own marketing. They must get better distribution to be able to meet the pressure of unbalanced budgets. Book publishers cannot easily raise book prices, and must rely on increased markets to keep down average production costs per book and thus help to bring back profitable conditions.

The trade book publishers' code is now in its last stages of drafting. It has been studied in comparison with the code of the Booksellers' Association, which has been under construction during the last several weeks. As finally presented it will be a harmonious whole and must, while settling conditions of maximum hours and minimum wages, bring about conditions of fair play by eliminating those troubles which have cursed the book business for so many years, the curses of predatory price cutting, of control of reprint periods, and the dumping of remainders upon a confused market and must provide a clearer definition of what constitutes a retail outlet containing retail discounts.

The Code studies of the textbook publishers have also been proceeding in that even more complicated field; subscription publishers, medical publishers and others have been in conference.

Everyone who has worked on this pressing business has been impressed with the serious fair-mindedness that has been brought to the task. The urgency of the occasion has not been dodged nor needless delays courted.

Copyright in Music

MUSIC PUBLISHERS and composers, like publishers and writers of books, are able to collect fees for the public performance of their works, and the full story of how this is done through the organization of the American Society of Composers, Authors and Publishers is told in a pamphlet called "How the Public Gets Its New Music," issued from the Society's headquarters at 1501 Broadway. The Society consists of 800 composers and represents in its scope more than 45,000 composers in foreign countries. According to the statement made by the Society at Washington two years ago, it has collected about \$2,000,000 from its members in the course of a year.

Books Are Different

WITH THE GROWING USE of the radio as an advertising medium, publishers are, of course, continually being asked to help finance plans by which books may be advertised in this way. Advertising men, accustomed to dealing with other sorts of merchandise, are impatient of the argument that "books are different." But books, unlike most other merchandise, need to be presented not only by paid advertising but selectively by reviewers. It is certainly to the advantage of the public that books should be reviewed by impartial reviewers so that the reader may have some guide to the enormous and varied output of each publishing season.

It is also certainly to the public's advantage that the view should be unprejudiced and should praise or blame the books with the reviewer's conscience as his guide. But if a group of publishers join to put over a radio program, contributing so much per book or so much per year, this is, in effect, paid reviewing, and cannot give the reader a completely unprejudiced view of the season's books.

The publisher may select the books to be reviewed, and if he is paying for the reviews, the reviews are bound to be favorable. Aside from all this, the results of radio reviewing have not, except in a few cases, shown that it sells books. And many publishers, if not most, are very hard to convince about the advantage of radio reviewing, preferring to spend their money for less expensive advertising, which is more certain to bring results.

Advertising campaigns in large popular media are another sort of advertising about the value of which publishers incline to take an "I'm from Missouri" attitude. Again, the advertising media, which have produced for other products excellent results, feel impatient of what seems to them the ultra-conservative "books are different" argument of the publishers.

But the recent *Saturday Evening Post* campaign which four publishers undertook went far to prove to publishers that there was a good deal of truth in that point of view. The *Saturday Evening Post* campaign was undertaken under what seemed to be the most favorable conditions for making a test of the value of advertising in a popular mag-

azine with a large circulation. It was a dull season, that's true, but for that reason any results from the campaign would have been apparent. The publishers selected the books to be advertised, of course, but otherwise they let the agency proceed as they would have proceeded for any other product. The publishers did not dictate the frequency of the appearance of the ad, the type of ad copy or illustrator. Books of various types were chosen so that every advantage could be given to the campaign. Little known authors, well known authors of books which were going, fiction and non-fiction, were all represented. The publishers got cooperation from their own salesmen, from the *Saturday Evening Post* salesmen, from salesmen of the agency, and made every effort to make the campaign a success.

Bookstores put in windows with blowups of the ads and put tables of the advertised books within the store.

The result was practically undetectable. As nearly as could be found out, the window displays sold some books and the internal bookstore's table sold some books, and the advertising may have sent some stray old lady from Dubuque in to buy a book, but it's doubtful if two old ladies bought.

It seems to us that publishers and booksellers are not so conservative as they are made out to be. They study their product and its merchandising and when they say "books are different" it's not a retreat from the real world of merchandising battle where cigarettes and salad dressings have such a gay time. It's because all experiments seem to prove that books *are* different.

Forthcoming Issues

❖ ❖ ❖ The *Publishers' Weekly* will carry the complete texts of the Publishers' and Booksellers' Codes as soon as they are in their final form. ❖ ❖ ❖

❖ ❖ ❖ Charles H. Fitch has written an article on the value to the bookseller of being able to give accurate data to customers on books on special subjects. It will appear in an early issue. ❖ ❖ ❖

❖ ❖ ❖ The regular Children's Book Number of the *Weekly*, containing an index of fall juveniles, will be published August 26th. ❖ ❖ ❖

News of the Week

Revised Code Offered Retailers

A REVISED code for the general retail trade has been given out by the National Recovery Administration which contains substitutes for the wage and hour provisions of the general blanket code. This revised code, like the blanket code, is intended as a temporary measure to be in effect until such time as the regular trade codes are adopted. The new code contains a provision that employees of an organization selling at retail shall work no more than 40 hours per week, except at Christmas, inventory and other peak periods, when the hours of employment may be 48 a week, for a maximum of not to exceed three weeks in each six months. The minimum wage provision stipulates wages of not less than \$14 in cities of over 500,000 population or in the trade area surrounding such cities, \$13.50 a week in cities of from 100,000 to 500,000 population, and \$13 a week in villages, towns or cities of 2,500 to 100,000 population. Minimum wages in the South shall be at a rate of \$1 per week less than the above provisions. Signer of this code in villages, towns and cities of less than 2,500 population agree to raise wages 20% provided that this shall not require wages in excess of \$11 a week. In nearly every other provision the new code is identical with the blanket code as previously announced.

Magel Urges Booksellers to Join A.B.A.

THE WIDESPREAD PUBLIC SENTIMENT in favor of the blanket code proposed by the NRA which makes it practically necessary for every retail bookseller to subscribe to the provisions of the code should point out the necessity of joining the American Booksellers' Association and subscribing to the Code for Retail Booksellers, Frank L. Magel, president of the A.B.A., stated when interviewed by the *Publishers' Weekly* this week. "For instance," Mr. Magel said, "there has been no provision made in the working hours specified in the blanket code for the holiday season. The booksellers' code will undoubtedly make provisions for this special case. The booksellers' code will probably carry the same minimum working hours as the blanket code, with the

exception of the holiday season, but by attempting to correct other abuses it may accomplish enough for the retail bookseller to make up for the added burden of shorter working hours.*" Booksellers who subscribe to the blanket code will be bound by it only until they subscribe to the regular code for booksellers, which will shortly be submitted for approval by the Recovery Administration.

Membership in the American Booksellers' Association is continuing to increase, according to Robert Coles, acting executive secretary to the association. In the month of June, Mr. Coles states, there were a gratifying number of renewals and a number of new memberships. In July there was an equally gratifying number of renewals and double the number of new memberships. Since the beginning of June the paid membership of the association has increased 33%.

Horgan Wins Harper Prize

PAUL HORGAN of Roswell, New Mexico, has been named the winner of Harper Prize Novel Contest for 1933, for his first novel, "The Fault of Angels," which is scheduled to be published August 24. This is the sixth Harper Prize Novel. Previous winners of the award have been Margaret Wilson, "The Able McLaughlins," 1923; Anne Parrish, "The Perennial Bachelor," 1925; Glenway Wescott, "The Grandmothers," 1927; Julian Green, "The Dark Journey," 1929, and Robert Reynolds, "Brothers in the West," 1931. Judges for this contest were Dorothy Canfield, Harry Hansen and Sinclair Lewis.

Correction

IN THE INTERVIEW with Charles A. Burkhardt, printed last week, it was stated that Mr. Burkhardt had been associated for the last 48 years with Dutton's, Inc., "the retail store of E. P. Dutton & Co." This is not entirely correct. Until 1928 the firm of E. P. Dutton & Co. was both publisher and bookseller. In 1928 a division was made, the publishing house becoming E. P. Dutton & Co., and the bookselling branch, Dutton's, Inc. There is now no connection between the two firms.

* [Mr. Magel's statement was made before the announcement of the revised code for retailers. Ed.]

College Stores in 10th Convention

COMPLETING TEN YEARS of active growth, the College Stores Association, which first came together under the encouragement of the National Association of Book Publishers, met at Bloomington, Indiana, July 24 to 27 as guests of the Indiana University Bookstore, Ward G. Biddle, director. Nearly 100 members registered, coming from almost every state in the union. Over 130 attended the annual banquet.

The Convention transacted much important business. A report was received concerning last year's work of cooperative buying which had been directed by Paul B. Hartenstein of the University of Pennsylvania Store, with the assistance of Donald G. Lyman of the Columbia University Bookstore, acting as agent. The Association voted to embody the plans of cooperative buying in the program of the Association and adopted a detailed plan which provides for a paid secretary with a scale of fees from different members. Mr. Lyman was selected for this office. The agent will also be the publisher of the *Bulletin* which the members will receive now with more regularity.

The Convention wired to President Roosevelt its hearty support of the reconstruction efforts and a Code Committee brought before the meeting specific suggestions for a code. This Committee included Jeff Coleman of the University of Alabama as chairman, also Ward G. Biddle of the University of Indiana Bookstore, T. Paul Ervine, of Oregon State College, L. W. Ellis, of the Syracuse University Bookstore and W. R. Barnes of New York City.

After some discussion, it was decided that the Association should coordinate its work on the Code with the American Booksellers Association, and a wire was sent to President Frank L. Magel proposing such cooperation. Specific code suggestions were discussed by the Association including the need of a clause providing that publishers should not discriminate between dealers of good standing, nor sell books at resale discounts to those who are not buying for resale and carrying stock. Specifications for hours and wages were also studied.

Among other features of the proceedings were a review of the ten years' history of



Jefferson Coleman, the new president

the N.A.C.S. presented by Fred H. Tracht of the University of Chicago Bookstore; a discussion of book reviews by Kathryn Turner Garten of Indianapolis, and a paper on merchandising textbooks by Jeff Coleman who said that publishers always underestimated the selling power of the bookstores in obtaining adoptions.

The local committee, headed by Ward G. Biddle, had prepared an elaborate and successful entertainment program. Among other things, a reception was given by Professor William Lowe Bryan and Mrs. Bryan of Indiana University. Delegates met for an old-fashioned fried chicken supper at Abe Martin Lodge in Brown County. An address on local history was given there by Professor Logan Esarey.

In order that the guests might have an opportunity to see the famous health resort at French Lick, the banquet was held there and four buses took the Convention down in the afternoon and back in the evening. Hon. M. Clifford Townsend, acting governor of Indiana and Mrs. Townsend were guests of honor. The other speakers were Margaret Weymouth Jackson, author of "Sarah Thornton," "Jenny Fowler" and other books, and Frederic G. Melcher, editor of the *Publishers' Weekly*.

At the business meeting on Thursday morning, Jefferson Coleman of the University of Alabama Bookstore, one of the most active and effective members of the Association, was elected President. The other officers are as follows:

First vice-president: O. G. Sawyer, Duke University.

Second vice-president: T. Paul Ervine, Oregon State College.

Treasurer: Emily Dakin, North Dakota State College.

Directors: Herbert Zettlemayer, Western Reserve University; Helen T. Fay, New York State College; Ward G. Biddle, Indiana University.

Executive secretary: Donald G. Lyman, Columbia University, N. Y. C.

The Convention had the opportunity to see the beautiful Indiana University Memorial Union Building, whose halls were available for that meeting, and the Bookstore, which is considered one of the most attractive pieces of bookstore architecture in the country.

Scientific Booklist Issued

A CATALOG of recent scientific books has been issued cooperatively by the university presses of the country and has been mailed to approximately 40,000 scientists in the United States. It includes only the most outstanding publications which each press has recently contributed to the biological and physical sciences.

Political Encyclopedia Published

THE "*Dictionnaire Diplomatique*," a universal diplomatic dictionary, which has been in preparation for the past seven years, was published in Paris this month. Publication was celebrated by the International Diplomatic Academy at a plenary session marked by the presence of Premier Daladier. Included in the dictionary is an article on the government of the United States by President Roosevelt and Chief Justice Charles Evans Hughes.

Some Pioneer Bookmen

BOOKTRADE INTERESTS ARE widely represented in the new eleventh volume of the "Dictionary of American Biography," which has just come from the press. It covers the L's and the first of the M's.

Boston is represented by Daniel Lothrop (1831-1892), who started out in the drug business and in 1850 introduced the sale of books into the drugstore. This perhaps might make drugstore bookselling not as modern an experiment as some have thought. He should be remembered as not only a great

publisher of children's books and the husband, it might be added, of Margaret Sidney, author of the Pepper books, but also the founder of *Wide Awake*, one of the pioneer magazines, of better literature for children.

Joshua Ballinger Lippincott (1813-1886), like many other publishers, entered that profession by way of bookselling, and his ambition to become the outstanding leader of the Philadelphia booktrade was realized by the middle of the century. When he died in 1886, having just reorganized the firm on account of his ill health, he left, according to the article, an estate of several million dollars.

America's outstanding scholar in the field of publishing, Henry Charles Lea, also from Philadelphia, was born in 1885 and died in 1909. His contributions to historical writing were as distinguished as his contributions to scholarly publishing, and his biographer had many articles from which to draw his interesting memoir.

Chicago publishing and bookselling are represented by Alexander C. McClurg, 1832-1901. He went to Chicago in 1859 to clerk in the store of S. C. Griggs & Company, then the largest bookstore in the west. A few years later he was a partner, and in 1886 the principal owner. It was the McClurg firm that began the publication of the *Dial* in 1880, and its old English book department, founded in 1877, was the pioneer in popularizing the collection of fine English editions.

Other names of interest to bookmen are James Lenox, the great New York book collector and Frank Leslie, pioneer publisher of illustrated journals.

New Juvenile List

THE STEPHEN DAYE PRESS, which has been identified since 1931 with regional literature from northern New England, is extending its publishing to the juvenile field. In this department it will issue books that correlate children's literature with its social background. The first title in this list, August 1st, is "From the Jungle to the Zoo," the story of the baby gorilla and chimpanzee in the New York Zoo, by Charles Person. It will continue its New England books with "Mount Washington Reoccupied" by Robert S. Monahan, September 15th. The press is under the direction of John Hooper, formerly with Lyons and Carnahan.

No Canadian Booksellers' Convention This Year

IN VIEW of the prevailing business depression there will be no convention of the Canadian Booksellers' Association this year, our correspondent, Findlay I. Weaver of the *Canadian Bookman*, tells us. This was decided upon canvass of the officers and members of the Executive Committee the majority of whom felt that there would be little to be gained by the holding of a convention at this time. One or two of them pointed out the danger of desuetude following this move and there was one proposal for a quick-fire one day convention, but the majority view prevails and there will be no 1933 convention.

President Britnell and his co-workers will, however, guard against any impairing of the efficiency of the Association and its preparedness to meet any eventuality affecting the welfare of booksellers. It is hoped that this "convention holiday" will augur all the better prospects for an exceptionally successful convention for 1934.

False Rumors

MARY R. WALSH writes us to say that any rumors that she has left the Houghton Mifflin Company are entirely false. Miss Walsh has been attending the Woodbury Art School at Ogunquit during her vacation but is still editor of the Children's Book Department of Houghton Mifflin.

New Bestseller List

TO STIMULATE the bookstore sales, the *Golden Book Magazine* for the past six months has been devoting a page each month to a listing of "Publishers' Best Sellers." Twenty-eight of the prominent publishers are asked toward the end of the month just before the magazine goes to press, for the title of the one book that has been most in demand by the booksellers throughout the country during the current month. Listings are alphabetical by publisher and not by title, thereby eliminating favoritism. The amount of sales of printings is not listed. The listings include the title of the book, the author, the publisher, price and a short description to enable intelligent classification and selection.

Dog Poetry Contest

Poetic dog lovers will welcome the contest announced by the Judy Publishing Company, publisher of many dog books and *The Dog World*. An annual award will be made for the best dog poem in English. First prize is \$25; second prize, \$10; third prize, \$5. There will be 7 additional \$1 prizes. Entries close December 31st. The poem may be serious, humorous or just doggerel.

'Ware, New York

CLAIMING THAT he is buying books for the camps of the Reforestation units a man who introduced himself as Major Ross Alexander of the Morale Department discussed book orders in New York this week and cashed a check which lacked funds.

Communications

LIBRARIES ARE HERE

370 Lexington Avenue,
New York

Editor, Publishers' Weekly:

I don't want to give an overheated impression of my feelings after the several blasts at the circulating library trade in the *P. W.*, for July 15th, but really it does make me a bit warm under the collar when Mr. Montgomery accuses rental libraries of "depreciating" the reading tastes of the Peepul—taking them off the gold standard, so to speak.

In the first place, I absolutely disagree with his statement that omnivorous reading—via circulating library or not—tends to cheapen one's taste. If one's going to read cheap books, and read them badly, the presence or absence of a library merely is an alibi to explain falsely the real reason for such reading—viz., a cheap mind. The John Smiths used to be casual readers. N.B. *casual*. And "their friends told them" there weren't any good books. And "they began to devour a volume or two three times a week," etc., etc. All because of the rental libraries!

Well for heaven's sake, Mr. Montgomery, can we librarians be accused of *creating* minds that are subnormal? Any cretins who take their friends' word for it that there aren't any more good novels being written—well, I must confess that oaths choke my utterance!

Has anyone the right to complain of an institution that *increases* the reading habits of a nation? As I said before, I'd wager 100 to 1 that Mr. Montgomery's Smith family bought their one book a month—and gave it no more a "careful" reading than they do their three or four rented ones per week. In the old days they spent their evenings theatering, or losing their shirts at bridge—but now they can afford neither, and take to a more extensive reading for their evening's relaxation. And if they read junk, Mr. Montgomery, and can't remember the things they read, lay it not to the rental library—lay it to the good old standby—human error!

From my own experience, libraries that are run by clerks who are themselves at all intelligent and interested may actually and notably serve as educational aids.

As to the decrease in book sales due to the rental libraries—figures are lacking. But I'll say without any more authority for it than Mr. Montgomery had for his Smith family, that the *majority* of library readers never would have bought books—they'd have got magazines rather than risk \$2.50 on a book—and the minority will go right straight back to buying as soon as they are able. A library public is pure gravy for the bookstore I think. I ask any library owner to think over their memberships and see if they can find one confirmed ex-book-buyer among them. They are all, practically at least, new readers, to be developed into buyers judiciously and gradually, and not for the most part ex-buyers. According to all logic except that of the short-sighted, the more books read per person, the better off the trade, the person, and the country at large are.

And lastly, as to Mr. Swinnerton's delightfully sentimental article (as quoted). He approaches the rental library business (as it works in America at least) from the last of all possible angles, and the least logical—as a Bookman (capital B), an author, with publishing house interests, and as an old fashioned and really intelligent litterateur.

Libraries do not cater to such. There is hardly any contact between the two. And for him to disown libraries is much the same as if King George should disown the A.B.C.'s of London note—there's just no point to it!

Let us be resigned to this fact—the libraries are here, will grow, and *buy books*; and (more important) the libraries, for the most part, cater to the definitely minor type of

intellect, the non-book-buyer, the graduates from "*Physical Culture*," "*Love Stories*," and "*Black Mask*." And the only thing one can say as a sure thing about them is, that they teach people to read books—more books always, better books frequently.

What more could be desired?

Sincerely,

GROFF CONKLIN.

IT WASN'T MODESTY

Walpole Printing Office
New Rochelle, N. Y.

July 29, 1933

Editor, *The Publishers' Weekly*:

In a recent issue of *The Publishers' Weekly*, you were good enough to list "An Immoral Anthology" among the limited editions of the month, but presumably through modesty attributed its publication to The Walpole Printing Office, whereas it was issued At the Sign of the Blue-Behinded Ape. The Walpole Printing Office was merely the printer of this book, the Ape generally choosing to be his own publisher.

Would you please print this letter in rectification of your error, as our customer, M. the Ape, is very particular about having the credit for the book devolve upon himself?

Yours very truly

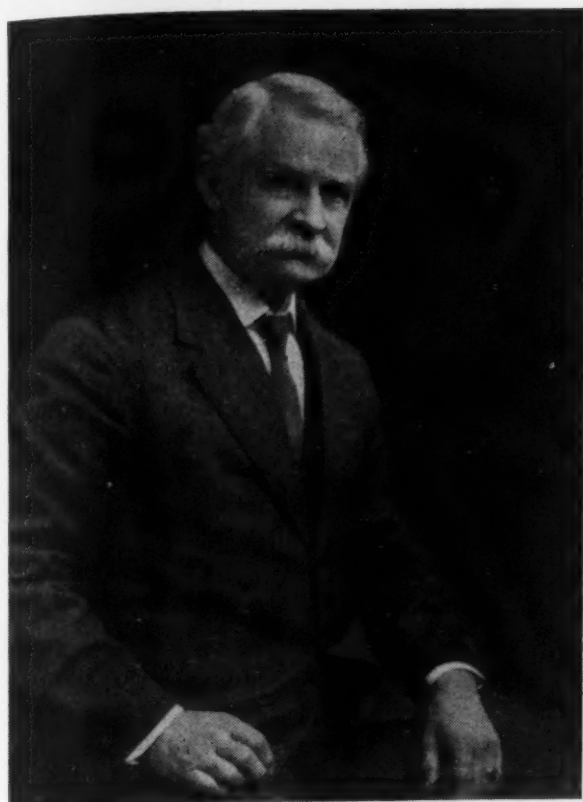
EDNA BEILENSEN

Chicago Printing Awards Made

AWARDS IN THE ANNUAL EXHIBITION of Chicago fine printing, sponsored by the Society of Typographical Arts, were announced last month at the opening of the exhibit. The award for the best announcement was made to a group of Caxton Club announcements, entered by R. R. Donnelley and Sons Co., and designed by W. A. Kittridge. The best book was considered to be "Fifteenth Century Books in Chicago," also entered by Donnelley and designed by Mr. Kittridge and Ernst F. Detterer.

The Book with 100,000 Lives

A BIOGRAPHICAL DICTIONARY which will contain concise bibliographical sketches of 100,000 Americans in one volume has been projected by the Columbia University Press and will be published in the fall, according to a recent announcement. The compilation is going on under the direction of Arthur C. Pounds, and when completed will identify one in every 5,000 deceased Americans.



Davis L. James

Obituary Notes

DAVIS L. JAMES

DAVIS L. JAMES, one of the oldest of American booksellers, and proprietor of the James Book Store in Cincinnati, died on July 24th at the age of 85. Mr. James was born in Cincinnati on July 13, 1848. At the age of fourteen he entered his father's printing, bookselling and publishing business which had been founded by his father and uncle in 1831. In 1868, his father, Uriah P. James purchased a farm in the country about twenty miles from Cincinnati, the partnership with Joseph A. James, his brother, having been dissolved in 1854, and from that period until his retirement in 1879 he devoted more and more of his time to his hobbies of paleontology, archeology and botany. It was in 1874 that Davis L. James purchased from his father the latter's interest in the business, and from that day until a few months before his death, he was the active head of the enterprise. In 1922 the business was incorporated as the James Book Store, having until that time been called U. P. James, Bookseller, and will be continued under the new name by his son, Davis L. James, Jr. The last forty years of Mr. James' life were devoted to the develop-

ment of the retail trade in his community, and the business of selling books was for him not only a means of livelihood but a responsibility. Mr. James was elected a member of the Honorary Fellowship of the American Booksellers Association in 1926. In August, 1931, the firm observed its 100th anniversary, and the event was celebrated by moving the store from 127 West Seventh Street, where it had been located for the last forty-three years, to 516 Main Street. The *Publishers' Weekly* carried a story about its history in the issue of December 19, 1931.

EDWARD UNWIN

WORD HAS COME from England of the death of Edward Unwin, chairman of Unwin Brothers, Ltd., London printers and stationers, and father of Stanley Unwin of the firm of Allen and Unwin, Ltd., on June 10th at the age of 93. Mr. Unwin was born on August 4, 1840, and at the age of 15 entered his father's business, with which firm he was connected for seventy-eight years, an extraordinary record of uninterrupted service.

WILLIAM W. McINTOSH

WILLIAM WEST McINTOSH, one of the founders of the American branch of the Oxford University Press, died in his eightieth year on July 22nd. Mr. McIntosh was born in Scotland on October 21, 1853, but was brought to this country a year later when the family moved to Boston. At the age of fourteen he entered the New York branch of Nelson, then being organized. The American branch of the Oxford University Press, as a fully established publishing organization, came into being in 1896 under the direction of John Armstrong, W. W. McIntosh, C. C. Skepmoes and William Olver. Mr. McIntosh succeeded Mr. Armstrong on his death as head of this business in 1915, and this post he retained until his retirement in 1927. For sixty-one years he represented the Oxford line of Bibles and Prayer Books throughout the United States.

HILDEGARDE A. SMITH

HILDEGARDE A. SMITH, biographer and magazine writer, died in Kansas City, Mo., on July 23rd. One of her best known works was the biography of Simon Bolivar, South American patriot, published in 1930.

P. W. Market News

One Month from Now—A Forecast

- THE SHAPE OF THINGS TO COME, by H. G. Wells. *Macmillan*, \$2.
- FLUSH OF WIMPOLE STREET AND BROADWAY, by Flora Merrill. *McBride*, \$1.50.
- HEAR, YE SONS, by Irving Fineman. *Longmans, Green*, \$2.
- THE JOURNAL OF GAMALIEL BRADFORD, ed. by Van Wyck Brooks. *Houghton Mifflin*, \$4.50.
- VANESSA, by Hugh Walpole. *Doubleday, Doran*, \$2.50.
- LARRY'S LETTERS TO THE GIRL, by Larry. *John Day*, \$1.25.
- LOVE'S A PUZZLE, by Faith Baldwin. *Farrar & Rinehart*, \$2.
- DRURY LANE'S LAST CASE, by Barnaby Ross. *Viking Press*, \$2.
- ENTERTAINING THE ISLANDERS, by Struthers Burt. *Scribner*, \$2.50.
- LIFE IN THE MAKING, by Dr. Alan F. Guttmacher. *Viking Press*, \$2.75.
- THE MASTER OF JALNA, by Mazo De La Roche. *Little, Brown*, \$2.50.
- TWO BLACK SHEEP, by Warwick Deeping. *Knopf*, \$2.50.
- THE FLUTTER OF AN EYELID, by Myron Brinig. *Farrar & Rinehart*, \$2.
- MANDOA, MANDOA! by Winifred Holtby. *Macmillan*, \$2.
- Sept. 1. An outline of history during the century and a half to come, forecasting the establishment of the World State after devastating wars.
- Sept. 6. The story of the cocker spaniel who provided some of the high moments in "The Barretts of Wimpole Street," with Katharine Cornell.
- Sept. 6. A panoramic novel of Jewish life, in 19th century Russian Poland and later in America.
- Sept. 6. The day-by-day journal, covering half a century of the life of one of America's most distinguished literary figures.
- Sept. 6. The last volume in the Herries tetralogy. The time is from the Victorian age to the present.
- Sept. 6. You remember how "Larry" sold, one of those "word-of-mouth" books. Here is a companion volume containing all the letters Larry wrote to the girl to whom he was engaged.
- Sept. 7. Faith hits the 15,000 mark every time. This was serialized in *Good Housekeeping* as "Jigsaw."
- Sept. 8. The clues in this new murder case go back over several centuries.
- Sept. 8. A man and a woman seek to escape from the chaos of modern civilization on an exotic Caribbean island.
- Sept. 8. The legends, superstitions and facts about the reproductive process, for the adult layman. Publishers' dark horse.
- Sept. 8. Renny Whiteoak is the main character of this new Jalna story. First printing 20,000; first advertising appropriation, \$4,000.
- Sept. 8. The story of a penniless English girl sent to a French prison for theft.
- Sept. 11. This sensational story of California life was withdrawn after its first publication, April 13th.
- Sept. 12. The entertaining story of an African village exploited for the benefit of jaded English tourists. Macmillan will push it.

Out This Week

- AN AMERICAN OMNIBUS, ed. by Carl Van Doren. *Doubleday, Doran*, \$2.75.
- THE ISLAND OF YOUTH, by Donn Byrne. *Appleton-Century*, \$1.75.
- THE PARADINE CASE, by Robert Hichens. *Doubleday, Doran*, \$2.50.
- THE PURE AND THE IMPURE, by Colette. *Farrar & Rinehart*, \$2.
- THE SNOWS OF HELICON, by H. M. Tomlinson. *Harper*, \$2.50.
- A feast of recent American fiction.
- A new collection, containing one long story and seven shorter ones.
- A murder trial in which the emotions of the attorney for the defense, of the judge, of their wives, of the witnesses, are so involved, that real drama is achieved. John and Lionel Barrymore and Diana Wynyard will star in the M-G-M talkie.
- The French author writes an enlightening book on sex psychology from her own experience and from that of others.
- Mr. Tomlinson gives his own version of the way out for one who seeks individuality and beauty in this machine age, in his new novel.

P. W. Market News

Current Best Sellers

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| ANTHONY ADVERSE, by Hervey Allen. <i>Farrar & Rinehart</i> , \$3. | F. & R. report the phenomenal sale of from 7 to 9 thousand copies a week. |
| AS THE EARTH TURNS, by Gladys Hasty Carroll. <i>Macmillan</i> , \$2.50. | In its 85th thousand. |
| LITTLE MAN, WHAT NOW? by Hans Fallada. <i>Simon & Schuster</i> , \$2.50. | Next to "Anthony Adverse" on McClurg's best seller list for last week. |
| STRANGER'S RETURN, by Phil Stong. <i>Harcourt, Brace</i> , \$2. | Second at the New York, Philadelphia and Washington stores reporting to the <i>Times</i> last week. |
| PROTECTING MARGOT, by Alice Grant Rosman. <i>Minton, Balch</i> , \$2. | Next to "Anthony Adverse" on Baker & Taylor's latest best seller list. |
| MARIE ANTOINETTE, by Stefan Zweig. <i>Viking Press</i> , \$3.50. | Leading for the week at New York, Washington and Chicago stores on the <i>Times</i> list. |
| THE HOUSE OF EXILE, by Nora Waln. <i>Little, Brown</i> , \$3. | First in New Orleans and second in New York, Boston, Philadelphia. |
| THE ARCHES OF THE YEARS, by Halliday Sutherland. <i>Morrow</i> , \$2.75. | Fifth printing. Boston and Philadelphia stores report it first in non-fiction. |
| LIFE BEGINS AT FORTY, by Walter B. Pitkin. <i>Whittlesey House</i> , \$1.50. | Both Baker & Taylor and McClurg report it as their non-fiction leader. |
| 100,000,000 GUINEA PIGS, by Arthur Kallet and F. J. Schlink. <i>Vanguard Press</i> , \$2. | Three San Francisco stores give it first place for last week, and it is third at three Chicago stores. |
| BRITISH AGENT, by R. H. Bruce Lockhart. <i>Putnam</i> , \$2.75. | 73rd thousand. Leslie Howard will play in the Warner Bros. picture. |
| JULIA NEWBERRY'S DIARY. <i>Norton</i> , \$2.50. | Selling well everywhere. |

Other Bookstore Favorites

- | | |
|--|---|
| THE FIRST WIFE, by Pearl S. Buck. <i>John Day</i> , \$2.50. | One of the three best fiction sellers in Washington last week. |
| HILLTOPS CLEAR, by Emilie Loring. <i>Penn</i> , \$2. | Fourth on Baker & Taylor's latest list. |
| ALL MEN ARE ENEMIES, by Richard Aldington. <i>Doubleday, Doran</i> , \$2.50. | An immediate best seller at Brentano's. |
| IN TRAGIC LIFE, by Vardis Fisher. <i>Doubleday, Doran</i> , \$2.50. | Three Chicago stores list it second in fiction in the <i>Times</i> . |
| MATCHED PEARLS, by Grace Livingston Hill. <i>Lippincott</i> , \$2. | Eight stores have, so far, reported it to us as one of their July best sellers. |
| TRAVELLER'S LIBRARY, comp. by W. Somerset Maugham. <i>Doubleday, Doran</i> , \$2.50. | A July best seller in 11 stores so far sending us their lists. |
| NO NICE GIRL SWEARS, by Alice-Leone Moats. <i>Knopf</i> , \$2. | Sold better in July than in June. |
| CULBERTSON'S OWN CONTRACT BRIDGE SELF-TEACHER. <i>Bridge World</i> , \$.75. | The leader on Baker & Taylor's list of miscellaneous best sellers. |

P. W. Market News

Games for Grown-ups

EVERY WEEK in this column the *Publishers' Weekly* prints a short list of recent books on special subjects to help the bookseller reach customers with special interests.

THE CROSS WORD PUZZLE BOOK; 28th series. By Prosper Buranelli and others. *Simon & Schuster*, \$1.35.

JUDGE'S FIFTH CROSS WORD PUZZLE BOOK. *John Day*, \$1.35.

THE MYSTERY PUZZLE BOOK. By Lassiter Wren and Randle McKay. *Crowell*, \$1.50.

WEEK-END PROBLEMS BOOK. *Random House*, \$2.

MENTAL WHOOPEE; Spring 1933 edition. By Jerome S. Meyer. *Simon & Schuster*, \$1.

WHO'S THIS? By Frank P. Foster, Jr. *Appleton-Century*, \$1.

MATHEMAGIC. By Royal Vale Heath. *Simon & Schuster*, \$1.75.

WHO'S THE GENIUS? By Robert A. Streeter and Robert G. Hoehn. *Stokes*, 90c.

WINTER NIGHTS' ENTERTAINMENTS. By R. M. Abraham. *Dutton*, \$1.75 (To be published August 22).

Forthcoming Reprints

FICTION

October 1st

A JADE OF DESTINY, by Jeffery Farnol. *Burt*, \$.75.

MR. REEDER RETURNS, by Edgar Wallace. *Burt*, \$.75.

SPANISH HATE, by Juanita Savage. *Burt*, \$.75.

MEN OF THE OUTER ISLANDS, by Rex Beach. *Burt*, \$.75.

VALCOUR MEETS MURDER, by Rufus King. *Burt*, \$.75.

THE WOLF OF THE PECOS, by Buck Billings. *Burt*, \$.75.

CUT THROAT, by Christopher Bush. *Burt*, \$.75.

THE SAVAGE GENTLEMAN, by Philip Wylie. *Burt*, \$.75.

THE BEAUTY MARKET, by Craig Winslow. *Burt*, \$.75.

THE VANISHING RIDER, by E. Murray Campbell. *Burt*, \$.75.

CHILDREN OF PLEASURE, by Larry Barretto. *Burt*, \$.75.

THE RANGE ROBBERS, by Oliver Strange. *Burt*, \$.75.

THE NINE-HUNDRED BLOCK, by Katharine Haviland-Taylor. *Burt*, \$.75.

GIRL INTO WOMAN, by Sophie Kerr. *Burt*, \$.75.

DETECTIVE, by Louis Joseph Vance. *Burt*, \$.75.

WILD WINE, by Florence Ward. *Burt*, \$.75.

THE DOCTOR'S DEFENSE. *Burt*, \$.75.

October 6th

THE FOUNTAIN, by Charles Morgan. *Knopf*, \$1.

MEN IN DARKNESS, by James Hanley. *Knopf*, \$1.

BRIDAL POND, by Zona Gale. *Knopf*, \$1.

NON-FICTION

October 1st

DEMOCRACY, by Henry Adams. *Holt*, \$1.

JOSEPH VANCE, by William de Morgan. *Holt*, \$1.

COLAS BREUGNON, BURGUNDIAN, by Romain Rolland. *Holt*, \$1.

October 6th

SAVAGE MESSIAH, by H. S. Ede. *Knopf*, \$1.

Notice to Control Card Users

THE FOLLOWING CHANGES in Little, Brown & Co. books: "The Two Franklins" by Bernard Fay has been postponed from Sept. 8th to Sept. 22nd; "Honest John Adams" by Gilbert Chinard, postponed from Sept. 22nd to Oct. 6th; "The Strange Life of Lady Blessington" by Michael Sadleir, postponed from Oct. 6th to Nov. 3rd; "Mind Your Money: The Misuse of Invested Wealth" by N. R. Danielian, postponed from Oct. 6th to Jan., 1934.

"Two Poets, a Dog and a Boy" by Frances Theresa Russell (Lippincott) has been advanced from Sept. 14th to Aug. 31st.

Penn Publishing Co. has changed the publication date of "The Flaming Gahagans" by Helen Topping Miller from Sept. 22nd to Aug. 25th, and of "Bugles Going By" by Joseph McCord from Aug. 25th to Sept. 22nd.

P. W. Market News

"For Life and Honor" by William MacLeod Raine (Houghton) has been postponed from Sept. 6th to Sept. 13th.

Changes in the following Lippincott books: "The Crime of Cuba" by Carleton Beals from Aug. 10th to Aug. 31st; "The Street of Strange Faces" by Louis Joseph Vance from Aug. 31st to later in the Fall.

The Viking Press announces that the title of Essad-Bey's new book has been changed to "Ogpu" and will be published on August 21st. It was originally scheduled for May 15th.

"The Woman on the Beast" by Helen Simpson (Doubleday, Doran) has been postponed from Sept. 15th to Oct. 11th.

Canadian Catalog

A REVISED EDITION of "The Canadian Catalogue of Books Published in Canada, About Canada, by Canadians," edited by Dr. George H. Locke, Chief Librarian of the Toronto Public Library, has just been issued by that Library and is available for the booktrade and libraries. The catalog is one of forty pages, and each entry, besides giving author and title, has probable price, date of publication, size of the book, and details of its make-up as to illustrations, maps, etc. The catalog also gives a full address list of Canadian publishers.

Business Notes

BROOKLYN, N. Y.—The Brooklyn Book Co. requests catalogs from all publishers and dealers. It is located at 173 Concord Street.

BROOKLYN, N. Y.—The Jolie Book Shop, a rental library, has been opened at 66-22 Freshpond Road by J. Sciame.

JENKINTOWN, PA.—Mrs. Georgia Lee Herr and Elizabeth Duross will open on September 1st the Georgia Lee Library at 104 Summit Ave. It will be a rental library and will have a section of children's books for rent.

NEW YORK CITY—Brentano's at 2203 Broadway was purchased by Philip L. Dickinson and the firm name changed to Dickinson Waddell Co.

ONEONTA, N. Y.—Moore's Corner Bookstore has been purchased by Caleb P. Brackett and the name of the shop changed to The Corner Bookstore.

RUSTON, LA.—The Happy Hours Rental Library was recently opened at 519 W. Mississippi Ave. Mrs. L. Nixon is the proprietor.

WESTON, MASS.—The Village Book Stall, a new bookshop, will be opened on Aug. 8th at 484 Boston Post Road. The shop is a former barn which has been used for the last few years as a tea room. A rental library will be added in the very near future. Frances W. Pinkham is the manager.

Changes in Price

HIGH SCHOOL DEPARTMENT HARPER & BROTHERS

The price of "The Adventures of Tom Sawyer," school edition, is now \$.80. By agreement with the author's Estate sales of this special edition must be restricted to schools and teachers, and orders can only be filled with this express understanding.

ALFRED A. KNOPF

- "Explorers of the Dawn" by Mazo de la Roche, from \$1.95 to \$2.00.
- "Glen Hazard" by Maristan Chapman, from \$2.35 to \$2.50.
- "Los Angeles" by Morrow Mayo, from \$2.85 to \$3.00.
- "Brahms" by Walter Niemann, from \$2.45 to \$3.00.
- "Waiting for a Ship" by Marcus Lauesen, from \$2.35 to \$2.50.
- "Friday's Business" by Maurice Baring, from \$2.35 to \$2.50.
- "Some Newspapers and Newspapermen" by O. G. Villard, from \$2.95 to \$3.00.
- "The Long Journey" by J. V. Jensen, from \$2.45 to \$2.50.
- "A Man Named Luke" by March Cost, from \$2.35 to \$2.50.
- "Outside Eden" by J. C. Squire, from \$2.40 to \$2.50.
- "Damascus Lies North" by Edward Thompson, from \$2.35 to \$2.50.
- "A Judge Takes the Stand" by Judge Joseph N. Ulman, from \$2.90 to \$3.00.
- "The Incompetents" by R. E. Spencer, from \$2.35 to \$2.50.
- "No Time Like the Present" by Storm Jameson, from \$2.35 to \$2.50.

July Book Production

Monthly Statistics of New Book Titles Compiled from the Weekly Record of the Publishers' Weekly Including the Books (Not Pamphlets) of All American Publishers

| CLASSIFICATION | July, 1933 | | | July 1932 | 7 mos. 1933 | 7 mos. 1932 |
|------------------------------|------------|--------------|--------|-----------|-------------|-------------|
| | New Books | New Editions | Totals | Totals | Totals | Totals |
| Philosophy, Ethics | 15 | 4 | 19 | 12 | 129 | 156 |
| Religion, Theology | 47 | 2 | 49 | 47 | 324 | 378 |
| Sociology, Economics | 43 | 1 | 44 | 61 | 357 | 379 |
| Law | 8 | — | 8 | 10 | 34 | 40 |
| Education | 12 | — | 12 | 26 | 83 | 164 |
| Philology | 15 | 2 | 17 | 25 | 120 | 120 |
| Science | 30 | 8 | 38 | 33 | 227 | 236 |
| Technical Books | 20 | 6 | 26 | 10 | 121 | 107 |
| Medicine, Hygiene | 32 | 7 | 39 | 38 | 186 | 186 |
| Agriculture, Gardening | 1 | — | 1 | 8 | 33 | 44 |
| Domestic Economy | 3 | 1 | 4 | 8 | 37 | 46 |
| Business | 4 | 4 | 8 | 11 | 73 | 85 |
| Fine Arts | 12 | — | 12 | 20 | 95 | 109 |
| Music | 10 | — | 10 | 5 | 38 | 43 |
| Games, Sports | 12 | 1 | 13 | 15 | 86 | 98 |
| Literature, General | 20 | 3 | 23 | 31 | 144 | 217 |
| Poetry, Drama | 26 | 1 | 27 | 41 | 265 | 318 |
| Fiction | 99 | 52 | 151 | 157 | 1099 | 1179 |
| Juvenile | 33 | 5 | 38 | 68 | 224 | 225 |
| History | 43 | 4 | 47 | 39 | 257 | 242 |
| Geography, Travel | 21 | 2 | 23 | 17 | 137 | 169 |
| Biography, Genealogy | 47 | 1 | 48 | 43 | 310 | 369 |
| Miscellaneous | 1 | 2 | 3 | 8 | 29 | 45 |
| Totals | 554 | 106 | 660 | 733 | 4408 | 4955 |

For July, 1932, the totals were:

| | | | | | |
|-------------------|-----|--------------------|----|-------------------|-----|
| New Books | 641 | New editions | 92 | Totals | 733 |
| Decrease of | 87 | Increase of | 14 | Decrease of | 73 |

Totals for 7 months, 1933, show a decrease of 547 from totals of 7 months, 1932.

The Weekly Record

Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Ar: Fine Arts **Dr:** Drama **Hi:** History **Po:** Poetry **Sp:** Sports
Bi: Biography **Ec:** Economics **Ju:** Juveniles **Re:** Religion **Tr:** Travel
Bu: Business **Fi:** Fiction **Mu:** Music **Sc:** Science

Alberts, S. S.

Bibliography of the works of Robinson Jeffers; lim. ed. 262p. '33 N. Y., Random House 10.00

Alington, Cyril Argentine, D.D.

Final Eton fables. 93p. D '33 N. Y., Longmans 1.25
 Sermons for the boys of Eton College by its Head Master who has also written "Eton Fables" and "More Eton Fables."

American omnibus (An); introd. by Carl Van Doren. various p. (bibl. notes) il. D c. Garden City, N. Y., Doubleday 2.75

An anthology of American literature which includes three novels, "Alice Adams" by Booth Tarkington, "Autumn" by Robert Nathan, "The Killer" by Stewart Edward White; short stories by Ernest Hemingway, Sherwood Anderson, Ring Lardner, Dorothy Parker, Sinclair Lewis; an anthology of poetry selected by Mark Van Doren; a play, and sketches from *The New Yorker*.

Amrhein, George L.

The liberalization of the life insurance contract. 369p. (bibl. footnotes) O [c. '33] Phil., Winston 4.00, priv. pr.

An analytical and critical study of the development of the various provisions of the life insurance contract, particular emphasis being placed on the policy content, its interpretation and its liberalization.

Anderson, William E.

A first course in college mathematics. 423p. diags. O '33, c. '32, '33 N. Y., Harper 2.75
 The author is professor of mathematics in Miami University.

Aretino, Pietro

The works of Aretino: Dialogues; tr. from the Italian, with a critical and biographical essay by Samuel Putnam. 280p. (bibl. footnotes) il. O (Covici, Friede dollar b'ks) [c. '26, '33] N. Y., Covici, Friede 1.00

The works of Aretino: Letters and sonnets; tr. from the Italian, with a critical and biographical essay by Samuel Putnam. 302p. (6p. bibl.) il. O (Covici, Friede dollar b'ks) [c. '26, '33] N. Y., Covici, Friede 1.00

Armstrong, Hamilton Fish

Hitler's Reich; the first phase. 73p. (bibl. footnotes) D c. N. Y., Macmillan 1.00

The editor of *Foreign Affairs* gives his report of conditions in Germany today and his opinions as to what the political future will be in Germany and the effects upon the rest of the world.

Asbury, Herbert

The Barbary Coast; an informal history of the San Francisco underworld. 330p. (5p. bibl.) il. O c. N. Y., Knopf bds., 3.00

An account of the scarlet history of the Barbary Coast, San Francisco's underworld, which for some seventy years, from the gold-rush days until 1917, was famous for its vice, depravity and corruption.

Babenroth, A. Charles

Modern business English; rev. by Peter T. Ward. 552p. (bibl.) il. O '33 N. Y., Prentice-Hall 4.00

Baily, Clarence L.

Law and order, and other poems. 89p. S [c. '33] [Canandaigua, N. Y., Author, W. Lake Rd.] 1.00

Beach, Fred F.

The custody of school funds; an appraisal of systems of school fund custody with particular reference to New York State. 169p. (4p. bibl.) diags. O (Contribs. to educ., no. 577) c. N. Y., Teachers Coll., Columbia Univ. 1.75

Becker, Robert

The devil bird. 318p. D [c. '33] Chic., Reilly & Lee 1.00
 Three Boy Scouts have thrilling adventures with an explorer in South America.

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

★ indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

- Belasco, David** **Dr**
The girl of the golden West; a play in four acts. 167p. il., diagrs. D (French's standard lib. ed.) c. '15, '33 N. Y., S. French pap., .75
- Bell, W. J.**
British locomotives. 95p. il. O '33 N. Y., Macmillan 1.25
- Bement, Newton**
Manuel élémentaire. 403p. il. D c. N. Y., Harper 1.60
A first book in French for college or senior high school students.
- Berkeley, Anthony, pseud. [Anthony Berkeley Cox]** **Fi**
Dead Mrs. Stratton; an exploit of Mr. Roger Sheringham. 310p. D (Crime club) c. Garden City, N. Y., Doubleday 2.00
An extraordinary murder case in which Roger Sheringham, astute criminologist, is himself suspected. The Crime Club selection for August.
- Beveridge, Albert Jeremiah** **Re**
The Bible as good reading. [new ed.] 93p. S '33 Bost., Houghton 1.00
- Boas, Frederick S.** **Dr**
An introduction to Tudor drama. 176p. il. D '33 N. Y., Oxford 1.75
- Bradford, Gamaliel** **Bi**
Portraits and personalities; ed. by Mabel A. Bessey. 303p. (7p. bibl.) front. (por.) D [c. '33] Bost., Houghton 1.08
Biographical sketches written for high school students as an aid to the teaching of leadership and character.
- Bragg, Sir William Henry** **Sc**
The universe of light. 293p. il. (col. front.), diagrs. O c. N. Y., Macmillan 3.50
An account of how our modern knowledge in physical science has been built up from the experiments and reasonings of the great pioneers in the study of light. For the layman.
- Brooks, Robert Clarkson**
Political parties and electoral problems; 3rd ed. 666p. (bibl. notes and footnotes) il. O '33, c. '23, '33 N. Y., Harper 3.50
- Buchanan, James William** **Sc**
Elements of biology, with special reference to their rôle in the lives of animals. 498p. (bibls.) il., diagrs. D c. N. Y., Harper 3.00
- Bullard, Mrs. Marion Rorty**
Mr. M'Tavish; il. by the author. 110p. D [c. '33] N. Y., Dutton 1.00
A story about a little Scotch terrier, for both young and old.
- Bulliet, Clarence Joseph** **Ar**
Apples and madonnas; emotional expression in modern art; new rev. and enl. ed. 276p. il. O (Covici, Friede dollar b'ks) [c. '30] N. Y., Covici, Friede 1.00
Venus Castina; famous female impersonators celestial and human; il. by Alexander King. 308p. O (Covici, Friede dollar b'ks) [c. '28] N. Y., Covici, Friede 1.00
- Byrne, Donn** **Fi**
The island of youth and other stories. 282p. D [n.d.] N. Y. [Appleton-Century] 1.75
A posthumous collection of nine short stories, varied in locale and type.
- Carr, John Dickson** **Fi**
The Mad Hatter mystery. 300p. front. (diagr.) D (Harper sealed mysteries) c. N. Y., Harper 2.00
Stolen hats linked with murders in the strange Mad Hatter case provided many puzzles for Dr. Fell and Chief Inspector Hadley of Scotland Yard.
- Catullus, Gaius Valerius** **Po**
The poems of Catullus; with an English translation by Horace Gregory; il. by Zhenya Gay. 360p. O (Covici, Friede dollar b'ks) [c. '31] N. Y., Covici, Friede 1.00
- Cave, Sydney, D.D.** **Re**
What shall we say of Christ? 241p. (bibl. footnotes) S (Westminster b'ks) [n.d.] N. Y., Revell 1.50
About the significance of Christ, particularly in the world today.
- Chadwick, Samuel** **Re**
The way to Pentecost. 128p. D [n.d.] N. Y., Revell 1.25
- Chalfant, Willie Arthur**
The story of Inyo; rev. ed. 437p. front. (map) O '33, c. '22, '33 [Bishop, Cal., Author] 3.00
- Christie, David D.D.** **Re**
The service of Christ. 120p. D [n.d.] N. Y., Revell 1.25
Essays on the Christian ministry.
- Clapham, A. W.** **Ar**
The renaissance of architecture and stone-carving in southern France in the tenth and eleventh centuries. 22p. il. O '33 N. Y., Oxford 1.25
- Clark, A. C.**
A modern French course; pt. 2. 190p. D (Modern courses in foreign languages) [n.d.] Phil., Peter Reilly Co. 1.25
- Clarke, Maurice** **Re**
Adventures in church worship; pupil's book. 143p. D (Christian nurture ser., course J-2) [c. '33] Milwaukee, Morehouse .70; pap., .50; teacher's b'k, 1.00
- Cleary, P. S.** **Hi**
Australia's debt to Irish nation-builders. 280p. O '33 [N. Y., P. J. Kenedy] 4.00
-
- Atkinson, Helen M. and Flemming, Cecile White**
Education for constructive social influence through student organizations. 31p. (bibl. footnotes) diagr. O (Horace Mann professional b'k) c. N. Y., Teachers Coll., Columbia Univ. pap., .50
- Babb, Hugh Webster**
Commercial law cases, negotiable instruments. 256p. O [c. '33] Bost., Blanchard Pr. Co., 27 Beach St. pap., 2.00
- Barton, Wilfred Mason and Yater, Wallace M.**
Symptom diagnosis, regional and general; 2nd ed. 851p. O [c. '33] N. Y. [Appleton-Century] 10.00
- Black, Russell Van Nest and Black, Mary Hedges**
Planning for the small American city; an outline of principles and procedure especially applicable to the city of fifty thousand or less. 90p. (3p. bibl.) il., diagrs. Q (Public administration service no. 32) c. Chic., Public Administration Service, 850 E. 58th St. pap., 1.00
- Buckstein, Jacob**
Peptic ulcer; 2nd ed. 445p. il. Q (Annals of Roentgenology, v. 10) '33 N. Y., P. B. Hoeber 12.00
- Campbell, William**
Greek and Roman plated coins. 226p. il., diagrs. S (Numismatic notes and monographs, no. 57) '33 N. Y., Amer. Numismatic Soc. pap., 3.50

Colette, pseud. [Mme. Gabrielle Claudine Colette de Jouvenal] ★

The pure and the impure; a case-book of love; tr. from the French by Edith Dally. 244p. O [c. '33] N. Y., Farrar & Rinehart 2.00

Well known for her subtle novels on love, this French author here writes in reminiscent form of sex psychology, of her own sex experience and of various sex phenomena that she has observed.

Commemorative catalogue of the exhibition of French art, 1200-1900, Royal Acad- Ar
emy of Arts, London, January-March, 1932. 297p. il. O '33 N. Y., Oxford 18.00

Dante Alighieri

La divina commedia; ed. by C. H. Grandgent; rev. ed. 1045p. il. D (Heath's modern lang. ser.) [c. '33] Bost., Heath 3.60

★ Po

Inferno; with translation into English triple rhyme by Laurence Binyon. 411p. S '33 N. Y., Macmillan 3.00

Daryush, Elizabeth**Po**

Verses; 3rd b'k. 53p. O '33 N. Y., Oxford 2.00

Dinin, Samuel

Judaism in a changing civilization. 223p. (bibls.) O (Contribs. to educ., no. 563) c. N. Y., Teachers Coll., Columbia Univ. 2.00

A consideration of the future of Jewish education in this country as it affects the perpetuation of Jewish tradition and culture.

Dransfield, J. Edgar

Administration of enrichment to superior children in the typical classroom. 112p. (bibls.) diagrs. O (Contribs. to educ., no. 558) c. N. Y., Teachers Coll., Columbia Univ. 1.50

An outline of methods for making satisfactory provisions for superior children within the possibilities of typical classroom procedure.

Drury, John**Tr**

A Century of Progress authorized guide to Chicago. 203p. (bibl.) il., maps D c. Chic., Consolidated B'k Publishers 1.00; pap., .50

A comprehensive guide book by the author of "Dining in Chicago" and "Chicago in Seven Days."

Clevenger, Joseph R.

Clevenger's Practice manual of New York; 11th ed. 2107p. O '33 N. Y., Baker, Voorhis & Co. and M. Bender 12.00

Cooper, William John

Economy in education. 87p. (bibl. footnotes) D (School economy ser.) [c. '33] Stanford Univ., Cal., Stanford Univ. Press pap., apply

DeLee, Joseph B., M.D.

Obstetrics for nurses; 10th ed., rev. 666p. il. '33 Phil., Saunders 2.75

Eddy, Walter H.

The nutritive value of the banana; report of researches conducted and supervised by the Institute of Practical Arts Research Laboratory of Physiological Chemistry, Teachers College, Columbia University. 37p. (4p. bibl.) diagrs. O c. N. Y., Teachers Coll., Columbia Univ. pap., .25

Examinations in Latin, three years. 32p. D '33 N. Y., Globe B'k pap., .20

Dufour, Yvonne, pseud. [Yvonne Dufour Montautre] Fi

The unpossessed. 234p. D c. N. Y., Dutton 2.00
The story of Anthony and the women who were fascinated by him, but could not capture him. It is laid in Paris and the Mediterranean Coast.

Du Pre, Ann, pseud.**Fi**

Timid woman. 253p. D [c. '33] N. Y., Macaulay 2.00

The romantic story of Ellen Gaillard whose timidity and submission to her parents prevented her from finding love until after she started out on a life of her own.

Durand, Loyal, jr. and Bradbury, Leavelva M.

Home regions of Wisconsin [elementary textbook]. 221p. il., maps D '33 N. Y., Macmillan .88

Eff, Tee, pseud.

Nine out of ten say "yes." 138p. D c. New Haven, Conn., Moore & Drummond, 6 Church St. 1.50

Inspiration for salesmen.

Eggeling, H. F., ed.**Fi**

Modern German short stories; second ser. 281p. D '33 N. Y., Oxford 1.15

Einstein, Albert**Sc**

On the method of theoretical physics; the Herbert Spencer lecture, delivered at Oxford, 10 June, 1933. 20p. D '33 N. Y., Oxford .50

Floyd, John**Dr**

Wooden kimono; a melodramatic mystery play in three acts. 112p. il., diagrs. D (French's standard lib. ed.) c. '25, '33 N. Y., S. French pap., .75

Fraser, H. F.**Ec**

Great Britain and the gold standard. 218p. O '33 N. Y., Macmillan 3.00

Frost, Rev. Bede**Re**

Priesthood and prayer. 220p. O '33 Milwaukee, Morehouse 2.60

Garrett, Henry Edward and Schneck, Matthew Maximilian Rupprecht

Psychological tests, methods, and results. 382p. (bibls.) il., diagrs. O c. N. Y., Harper 2.75
The application of psychological tests to the practical study of educational, vocational and industrial problems. Part 2, "The Measurement of Complex Functions," is also issued separately at \$2.

Fenner, Jessamine C.

A personnel manual; the personnel function in non-technical language for the use of Y. W. C. A. leaders. 51p. (bibls.) O c. N. Y., Womans Press pap., .50

Findley, Warren George

Specialization of verbal facility at the college entrance level; a comparative study of scientific and literary vocabularies. 81p. (bibl. footnotes) O (Contribs. to educ., no. 567) c. N. Y., Teachers Coll., Columbia Univ. 1.50

Fisch, William

The new deal in a nut shell. 60p. nar. T ['33] Atlanta, Ga., Author, 655 Highland Ave., N. E. pap., .10

Gates, Arthur I. and Bennett, Chester C.

Reversal tendencies in reading; causes, diagnosis, prevention and correction. 33p. (bibl. footnotes) O c. N. Y., Teachers Coll., Columbia Univ. pap., .40

Gault, Edgar H. and Smith, Raymond F.

Wholesale distribution of breakfast cereals in southern Michigan. 47p. (bibl. footnotes) O (Mich. business studies, v. 5, no. 4) c. Ann Arbor, Mich., Univ. of Mich. pap., 1.00

- Gask, Arthur** Fi
Gentlemen of crime. 317p. D ['33] N. Y., Macaulay 2.00
An American millionaire residing in England is being forced to pay huge sums of money to some unknown racketeers, so he calls in four great detectives and four notorious criminals to help extricate him from the plot.
- Gates, Arthur I. and Ayer, Jean Y.**
The work play books; 5th grade manual. 292p. S '33 N. Y., Macmillan lea. cl., .88
- Graham, Eleanor** Ju
Happy holidays; stories, legends and customs of red-letter days and holidays. 247p. il. D [c. '33] N. Y., Dutton 2.00
The legends of the year's holidays, with stories of the ways the children of an English family celebrate and enjoy them.
- Greig, Maysie** Fi
Lovely clay. 312p. D '33, c. '30-'33 Garden City, N. Y., Doubleday 2.00
The romance of Roslyn who was transformed from a typist into a famous ball-room dancer by Kane Redman, publicity man, who made the mistake of falling in love with her.
- Gross, Laurence and Carpenter, Edward Childs** Dr
Whistling in the dark; a play in three acts. 109p. il., diagrs. D (French's standard lib. ed.) c. '30-'33 N. Y., S. French pap., .75
- Guest, Edgar Albert** Po
Life's highway. 186p. D [c. '33] Chic., Reilly & Lee 1.25
New poems by a poet who writes of the homely things of life.
- Harper, Wilhelmina**
Journey's end; eighth reader. 505p. il. D '33 N. Y., Macmillan 1.00
- Harrison, Samuel B.** Fi
Yonder lies Jericho. 313p. D [c. '33] N. Y., Appleton-Century 2.00
The story of Aaron Burrell, a frail, timid little Jew who moved to Texas at the close of the Civil War and started a small store which flourished through three generations to become a huge department store.
- Harwood, Geoffrey** Fi
Ambitious lady. 288p. D [c. '33] N. Y., King 2.00
Ambitious Dorothy Wells learned that a lot more than dramatic ability was necessary for success on the stage, and managed her life accordingly.
- Hedger, George A., ed.**
An introduction to western civilization. 865p. (bibls.) O [c. '31-'33] Garden City, N. Y., Doubleday 3.00
Fourteen specialists in the fields of philosophy, sociology, education, history, economics, English literature and political science have here collaborated to trace the development of the important features of western culture. For college courses.
- Hichens, Robert Smythe** Fi
The Paradine case; a novel. 525p. D '33, c. '32, '33 Garden City, N. Y., Doubleday 2.50
- Mrs. Paradine** is charged with the murder by poisoning of her husband, a blinded war veteran, and Sir Malcolm Keane, fascinated by his client, takes a dangerous and theatrical line of defence.
- Hills, George E.** Sp
The sailing rules in yacht racing; interpreted and applied in official protest decisions of yachting tribunals of final jurisdiction. 206p. (bibl. footnotes) front., diagrs. D c. N. Y., Scribner 2.75
Nearly all of the interpretations of the Sailing Rules contained in this book have been taken from official records of decisions made by the Yacht Racing Association of Long Island Sound, the New York Yacht Club, the Yacht Racing Association of Great Britain and the North American Yacht Racing Union.
- Hocker, Edward W.** Hi
Germantown, 1683-1933; the record that a Pennsylvania community has achieved in the course of two hundred and fifty years; being a history of the people of Germantown, Mount Airy and Chestnut Hill. 332p. (bibl.) front. O '33 Germantown, Pa., Author, 51 Pastorius St. 4.00
- Hodgkin, Eliot** Ar
Fashion drawing. 126p. il. Q '33 N. Y., Dutton 6.00
An experienced fashion-artist explains the technique of fashion drawing, and the work of the best modern fashion-artists, with many illustrations.
- Hugo, Victor Marie, comte**
Ruy Blas; ed. by Olin H. Moore; new. ed. 332p. (bibl.) il. D (Heath's modern lang. ser.) [c. '33] Bost., Heath 1.28
- Hunter, W. A.** Sp
Fisherman's knots and wrinkles; 3rd ed. 75p. il. S '33 N. Y., Macmillan 1.00
- Hyde, H. M.**
The rise of Castlereagh. 494p. (bibl.) il. O '35 N. Y., Macmillan 8.40
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 What shall we say of Christ? Cave, S. 1.50 *Revell*
 Whistling in the dark. Gross, L. .75 *S. French*
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 Works of Aretino, The; Dialogues. 1.00 *Covici, Friede*
 Works of Aretino, The: Letters and sonnets. 1.00 *Covici, Friede*
 Yonder lies Jericho. Harrison, S. B. 2.00 *Appleton-Century*

BOOKMAKING

A MONTHLY DEPARTMENT

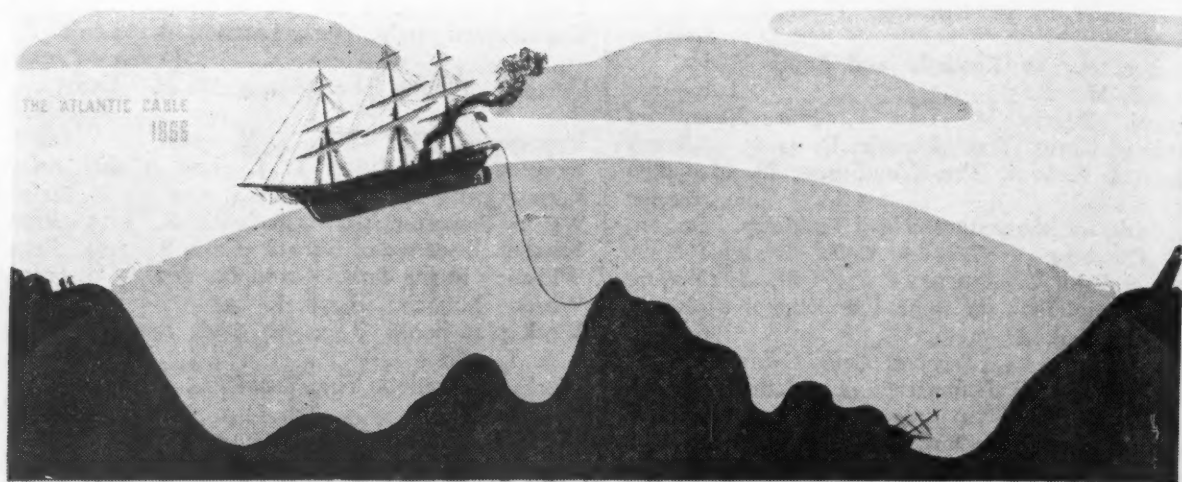
Full Trim: A Bias on Current Bookmaking

EVELYN HARTER

THOUGH WE ARE NOT given to viewing with alarm the rapid developments of the past few months which have brought increased prices in practically all book materials, we wonder whether several proposed practices in the paper industry may not cause acute distress to publishers. Few publishers would begrudge a fair increase in price for materials and labor, if they could look forward with assurance to increased volume of sales. However, the new ruling of the mills and distributors, allowing a 20% overrun or underrun on quantities of 2000 to 5000 pounds, if enforced, may work a real hardship. For instance, if 5000 pounds of paper are ordered, a pound to be used per book, the publisher would run the risk of getting paper for a thousand more books than he wanted, or a thousand less. Another proposal is to charge the case price for quanti-

ties under 3000 pounds, whether packed on skids or in cases. In view of the saving in lumber, labor and shipping when paper is packed on skids, it seems unfair not to pass this saving on to the customer. The aim of these new regulations is to induce the publisher to order large quantities in standard sizes. Undoubtedly more ordering of this kind could be done with benefit to all concerned, yet if overdone, this practice would militate greatly against the growing tendency to give books individuality in shape and feeling. It seems to us that it would be the part of tact if the mills would keep their price increases hand in hand with better times for their customers.

It is not strange, though perhaps significant, that the most interesting book display which we found in Chicago was not on the Fair grounds, and that the finest trophy



munication. In three years he was able to exhibit his telegraph at New York University. It consisted of an electromagnet near which an iron arm was alternately released and stopped by pressing a key.

In 1843 Congress granted Morse \$30,000 to build a line from Washington to Baltimore. Morse and his partners first tried to place it underground, but they finally had to string it through the air on poles, using the necks of glass bottles as insulators. In 1844 the first message was sent: "What hath God wrought?"

Morse first suggested joining the New and Old Worlds by a submarine cable for telegraphic messages. The first attempt to lay one across the Atlantic was made

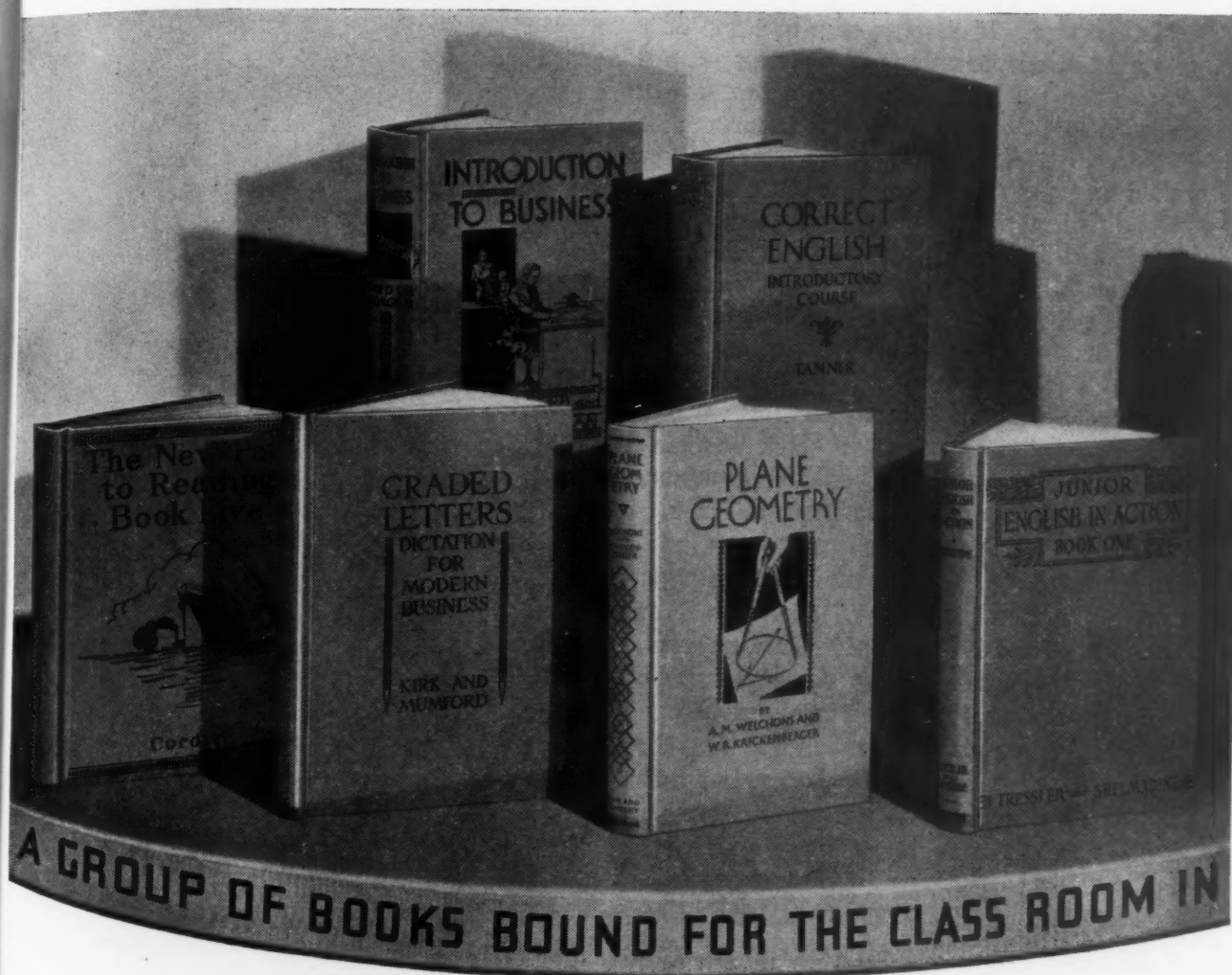
largely through the efforts of Cyrus W. Field. It failed in 1857 when the heavy wire snapped as the ship carrying it was just one day's journey from shore. Field tried again and then again in the face of discouragement. On his third attempt in 1858 the British and the United States ships met in mid-ocean and the two cables were successfully spliced. There was great excitement when Queen Victoria in England sent a message to President Polk. But within three months the insulation of the cable was burned because an operator tried to get a more rapid transmission by applying too strong a current to the cable. A still heavier cable was then laid in 1865 by the largest steamship of its day, and a new invention by Sir

Specimen pages from "Communication," one of the Colortext Publications' delightful pamphlets for children

which we brought back, though directly related to the Fair, was not discovered there. The Fair is all spectacle and carnival, whereas the qualities most characteristic of books, their charm and constancy and a certain demureness, put them in the background in the Exposition's heady atmosphere. Indeed, there is no little irony in setting up a replica of Gutenberg's shop, brought from Mainz by the Cuneo Press, at A Century of Progress. This shop, however, situated in the building entitled "Oil and Graphic Arts" gets considerable attention and will no doubt serve to give their first vivid idea of the fundamental steps in printing to thousands of passersby. A young German in the leather apron, cap and pointed shoes of the Fifteenth Century casts type in a hand mould; another mans the press, above which printed sheets hang drying. In this building are also to be found an exhibit by A. Kroch, representing a modern bookstore, a showing of modern editions by the Chicago Society of Typographic Arts, excellent though limited in scope, and a display by R. R. Donnelley and Sons Company illustrating the variety of their work. In their own galleries, fortunately located near the Fair grounds, Donnelley's have gathered a more interesting book show than is to be found on the Fair grounds, comprising re-

cent books gathered from all over the world. Practically all well-known American, British and German firms are represented, but in addition there are samples of work from houses in Denmark, Czechoslovakia, Sweden and Switzerland less often heard from in this country. W. A. Kittredge of Donnelley's is responsible for this gay, colorful and unsanctimonious show. It was he, also, who at a downtown bookstore presented us with our most valuable trophy—a series of twelve pamphlets for children, on such subjects as "Magnets," "Our Bodies," "Sound," etc., called "Century of Progress Wonder Books" (Colortext Publications). The artists who illustrated the books have evidently been allowed to cut loose with color and invention to their hearts' desire. As you turn the pages you never know in what color the type matter will turn up, and you may find the illustrations printed beneath the type in another color, as likely as not. The enterprise is aided considerably by the fact that the text is eminently instructive and entertaining, and that each artist understood perfectly what he was about, and executed his task with a flair. Congratulations to any child who is presented with the set (they are hard to find, even in Chicago).

Arrivals: The Wolff Type Book, in a fine orange buckram binding, and with an orig-



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inal title-page. It consists of a halftone of a photograph of the title-page as it would appear made up in type and furniture ready for printing . . . "Adv.," an announcement by Louis Jan Ansbacher, offering his services as a free lance designer. The copy is amusing and the typography excellent. . . . "Historic Shrines of Virginia" (State Commission on Conservation and Development, Richmond, Va.), set in Centaur and illustrated with pen and ink drawings by Louis Ruyl, "The First World War" (Simon & Schuster), expertly laid out pictures, printed by offset, and well bound in black buckram "The Xth Olympiad" (The Xth Olympiade Committee) looking somewhat like a high school annual, a lost opportunity for doing something fresh and modern befitting a record of the Olympic games, . . . "No Time Like the Present" (Knopf) with an unorthodox title-page showing three-quarters of the title-page occupied by a sketch of the author over an orchid tint block. This has been questioned in some quarters, but to us it seems an appropriate use of this space in a book largely autobiographical.

Scotch Typography Exhibit

EDINBURGH WAS THE SCENE last month of an Exhibition of Contemporary Book Typography, which opened July 6th with 431 books on display. Paul Beaujon has furnished the *Publishers' Weekly* with an account of the exhibition.

"From the photographs," Mr. Beaujon says, "you will see that the Heriot-Watt College and the master printers of Edinburgh, who are jointly responsible for the exhibition, really know how books ought to be shown in an exhibition; for there is no business of gazing wistfully through a sheet of glass, and wondering whether the title-page and prelims and binding preserve the unities of the two pages one happens to see. The large audience which attended the opening had an enjoyable time examining the books, and none were the worse for handling.

"431 books were shown; of these 331 were lent by Edinburgh printers, and nothing could more clearly prove that Edinburgh is perhaps the greatest single book printing centre in the world, than the excellence of typography and press work that prevailed, whether in first readers, commercial or limited edition books, or intricate mathe-



General view of the Edinburgh exhibit

matical volumes and dictionaries. Monotype faces such as Baskerville, Fournier, Imprint and Scotch Roman were in the large majority, but a number of pleasant hand-set books and a few slug-set were also represented. The 50 best produced books of the year as chosen by the First Edition Club of London, and a selection of 50 Nonesuch Press Books were included.

"The opening ceremony was performed by Mr. Francis Meynell, who flew from Copenhagen to Croyden in order to be present. In a speech full of wit and philosophy, Mr. Meynell distinguished between that 'bare necessity' of the book, legibility, and that quality which he called 'readableness,' namely fitness to purpose and good manners in printing—a point for which Edinburgh printers were renowned. In addition, said Mr. Meynell, there could be the quality of 'illumination or enhancement' in the printed book: 'If he (the decorator) can see his author's point, and even a trifle beyond it; if he can, by his choice and disposition of type, throw light and yet conceal his lamp; if he can hang his curtains and group his actors—his letters—like a master of the stage with a great play, he knows that the sense is the clearer for his effects: if he can be magnificent and humble, evocative and silent, at the same time—then he is making beauty as well as conveying it.'

"Mr. Meynell said that the beauty of a book arises out of the intelligence of the designer and the perfection of his machine (whether hand or power operated) rather than from any archaistic imitations of the past when printing was only a cheap and convenient way of multiplying books."

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Books About Bookmaking

DR. HELLMUT LEHMANN-HAUPT

GUTENBERG-JAHRBUCH 1933 (International Gutenberg Yearbook 1933) Herausgegeben von Dr. A. Ruppel. Mainz, Gutenberg-Gesellschaft, 1933. \$4.00 plus postage. This price includes membership in the Gutenberg Society and subscription to several smaller publications.

It is the third time since this column was begun that the Gutenberg Yearbook has come in for review. (If some reader would like to look up the reviews of previous issues, he will find them in *Publishers' Weekly* of August 1, 1931, and of September 3, 1932). A growing tendency was noticeable in the earlier issues to make the Yearbook a truly international publication of broad scope. Also, contributions in the English language were numerous and of great importance. It is probably merely a play of chance that there are only two English articles in this year's issue.

One of them is "A note on Felix Antiquarius," an early Italian printer, collector, poet and archaeologist, by Victor Scholderer of the British Museum, who has become a regular contributor to the Yearbook. Incidentally, it is to be welcomed that Mr. Scholderer, besides his many detailed articles, has now written a short but comprehensive account of the general tendencies of early Italian printing. His Gutenberg Celebration lecture of 1932 is reviewed further on in this column.

The other English article is by Eva Judd O'Meara, Librarian of the School of Music in Yale University. Her "Notes on stencilled choir-books" is a remarkable account of a little known method of multiplication that is other than typographic. Some interesting reproductions of stencilled pages are to be found in the article.

Another unusual process, the so-called "Nature Printing," has been treated in a most thorough and scholarly manner by Ernst Fischer of Freiburg, who attempted, successfully, to give a complete view of the matter, as well as of what and how we know about it.

With the readers of this column in mind, it has always been a satisfaction to me to point

out the many interesting articles in the Yearbook that deal with important contemporary problems in the Graphic Arts—in the same spirit of practical cooperation that made the "Fleurion" so valuable to intelligent makers of books. Thus, there was last year's provoking complaint by an Irishman against the English type founders, and in the 1931 issue the splendid article by Hubert Foss on "The printing of music: some problems of today."

It is true that this year too, there is an account of recent reforming tendencies in music printing, an article by Paul Stern on the interesting attempts of Paul Koch, the son of Professor Rudolf Koch of Offenbach. There is also a call by Albert Windisch of Frankfurt to "honor the modern type designers," an appeal to use contemporary designs in type faces rather than the recuttings of classical models.

But a really representative article on some practical question of the day is missing, and this seems to me very regrettable.

The majority of this year's articles, and at the same time the most important ones, deal with the early history of printing. There are a great number of short contributions which makes the reviewing rather difficult. Many articles give accounts of new discoveries in libraries, museums and book auctions. Five manuscript letters from the hand of Peter Schöffer have come to light in Munich, a new Gutenberg fragment and a new leaf printed by the anonymous Dutch prototypographer have been found. There is an article on early paper-making in Bavaria, and new biographical material on noted early printers and illustrators. There is a carefully written account on Francesco Griffi da Bologna, the "magical" punch cutter of Aldus Manutius, by Dr. Sorbelli of Bologna. Printing in the various countries of Europe is dealt with in articles on the Budapest University Press in Hungary, on early editions of the "Don Quixote," on a prominent Slavonic copper engraver of the 17th century, and on modern Czecho-Slovakian title-pages. Probably the most important scholarly contribution, and one that will have a lasting influence, is the



FACTORS IN TYPE SELECTION

NO. 5

PAPER

HARMONY between type and paper has a sound basis in the mechanics of printing as well as in tradition. In the days of the old-style types, all printing was on soft paper. The type sank deep into it, with a consequent thickening which had to be allowed for in punch-cutting. With Baskerville, came a tendency toward harder, smoother papers and slightly heavier types that gave adequate color with a "kiss" impression. Bodoni carried this development still further.

Caslon, printed on hard paper, is only a pale, anæmic phantom, a bare skeleton of the letter forms; while Bodoni on soft paper loses mostly the sharpness that is its outstanding characteristic. Mergenthaler Linotype Co., Brooklyn, N. Y.

article of Dr. Carl Wehmer of Berlin. It will perhaps be remembered that in last year's Gutenberg Yearbook, Mr. Ernst Consentius repeated his attacks against the prevailing method of attributing unsigned early books to well-known printers by means of type identification. Mr. Consentius believes that early types wandered more frequently from hand to hand than we have so far believed. This discussion has taken on considerable proportions and the fight has been on for some time. Dr. Wehmer's article is the latest, and perhaps the final word on the question.

VOM ITALIENISCHEN FRÜHDRUCK (On Early Italian Printing) by *Victor Scholderer*, Mainz, Gutenberg-Gesellschaft, 1933. (Kleiner Druck No. 19)

The text of an address given at Mainz in 1932 by the head of the Department of Early Printed Books in the British Museum, on occasion of the annual Gutenberg Festival.

Students and experts of printing history are beginning to realize that our interest in the technical details of early printing, although a necessary step, has led to a somewhat onesided view of the entire matter. Today we know much more about the equipment and the methods of even a small provincial printer of the 15th century than of the literature and the publishing program in important cities of that time. In order to rectify this, the American Bibliographical Society brought out in 1932, a volume which was devoted entirely to the artistic, the scientific and the literary significance of early printed books.

Victor Scholderer's charmingly written essay is another step in this direction. In his modest way there are only two questions which he intends to deal with: What was printed in Italy up to the year 1500, and where was it printed? He has answered these questions admirably, with a broadness of view and an intimacy of understanding that are the results of years of devoted study and permanent contact with the books.

PRINTING EXPLAINED. An elementary practical handbook for schools and amateurs, by *Herbert Simon* and *Harry Carter*. Illustrated by G. M. Freebairn. Leicester, Dryad Press, 1931. 7s. 6d.

This book can be recommended very highly, and we are sorry that it should not have been mentioned here at an earlier opportunity.

As an elementary introduction to typography it is of special usefulness to the teacher and student of printing, and it shows a good understanding of instruction problems. It claims to be not a book about the aesthetics and history of printing, but simply about printing—the process of combining types and taking impressions from them. There is a chapter on printing as a craft for schools, an outline of technique, equipment, composition, presswork and imposition, types, paper, layout and illustration. The volume is most charmingly illustrated with light pen drawings that are both attractive and lucid.

BOOKS AND READERS IN ANCIENT GREECE AND ROME, by *F. G. Kenyon*. Oxford, Clarendon Press, 1932. \$1.75.

This volume covers the methods of book construction and consumption from Homer until the fourth century of the Christian era. For an understanding of early publishing methods and the development of scholarly editions, this is a far more interesting and important period than the middle ages. The book is the outcome of three lectures given at the University of London by the famous British Museum authority on Papyri. It supplements most usefully the larger and older works on the same subject, which are, unfortunately, all in German.

FIFTY BOOKS ABOUT BOOKMAKING. Exhibition prepared by Columbia University Library for the Twelfth Annual Conference on Printing Education, June 26, 27, 28, 1933. New York, Columbia Univ. Press, 1933.

This publication was reviewed in *Publishers' Weekly* of July 15, 1933, and the editor of this column, who is responsible for the catalog, has only one thing to add, namely that he wishes the catalog to be considered as a child, so to speak, of this column; for in a large degree, it is a resumé of what appeared to him to be of more permanent value among the recent publications in the field.

At present, a second printing is in preparation, which will be sent as a keepsake to the members of the A.I.G.A.

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Specimen 12-point Linotype Devanagari

Sanskrit Linotype Developed

A LINOTYPE MACHINE for composing India's ancient script, Devanagari (Sanskrit), which will bring mechanical composition, and therefore inexpensive printing, to the 353,000,000 people of India, has been announced by the Mergenthaler Linotype Company. The machine has been developed by Hari G. Govil, a young Hindu scholar, in collaboration with C. H. Griffith, assistant to the president of the Mergenthaler organization. This system makes it possible to set from the standard Linotype keyboard of ninety keys Sanskrit, Hindi (Hindustani), Marathi, Gujarati, Bengali and other vernaculars of India, with the speed and economy of English composition. Although the Devanagari alphabet contains only forty-nine letters, it employs, through the combination of consonants with vowels or other consonants,

nearly 700 different printing characters and a complicated system of typesetting in which, in many places, two or three pieces of type are placed one above the other in composing a single line. This emphasizes the difficulty which has been surmounted in the development of this new machine.

20 Years of Progress

TWENTY YEARS OF TYPOGRAPHICAL PROGRESS is exhibited and discussed in a recent special number of the *Monotype Recorder*, a number worth preserving as part of the history of bookmaking. The anniversary celebrated is, first, the twentieth anniversary of the starting of the *Imprint* magazine, a trade paper founded by Gerard Meynell for which the Monotype Company of London designed a special type known as the Imprint Series. The *Imprint* magazine had a short but influential career, but in that time was marked the transference of interest in Great Britain from the hand-made private press limited edition to the wider field of general trade bookmaking.

Ten years ago, to mark another anniversary, began the publication of *The Fleuron* which in its seven volumes contained a wealth of typographical research and constructive criticism of book and type design, and the wide practical influence of its policy is only now fully apparent. This year the Nonesuch Press can celebrate its ten years of

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This special number of the *Recorder* contains an article on "The Choice of Type Faces" by Paul Beaujon, the second chapter of Joseph Thorp's series on "A Nomenclature for Letter Forms," and an article giving the history of the development of English Monotype fonts from the Imprint series down to the present date.

The second of this firm's type designs was the font of Plantin, an Old Style, based on one of the fonts which later research proves to have been cut originally either by Garamond or Granjon.

In 1915 a new and true cutting of Caslon Old Face was begun, and the series steadily completed.

After the war the company was able to begin once more a program of type production, this time under the advice and direction of Stanley Morison, who outlined a broad program for steady development. First came the Garamond, next the Baskerville, which became one of the best sellers of the series, next the Fournier, Poliphilus, which came next, was a literal reproduction from the earlier models, and, in order to supply the italic to go with it, Blado was provided from early Chancery models. Blado was so successful that it was used for an

entire book in the Dante of the Nonesuch Press. The need for a condensed letter was made by a recutting in 1925 of a St. Augustin original cut by Fournier-le-Jeune in 1745.

Eric Gill's Sans-serif was not part of the original program but has been a notable success from the point of view of general popular use, especially in advertising work, and it started Eric Gill on an original design of Perpetua, which was finally ready for casting in 1929. Work was now begun on the recutting of the superb original of all Old Faces which Aldus used for the composition of young Bembo's first appearance in print in 1495. The 16-point of Bembo was ready in 1929, and later in the same year

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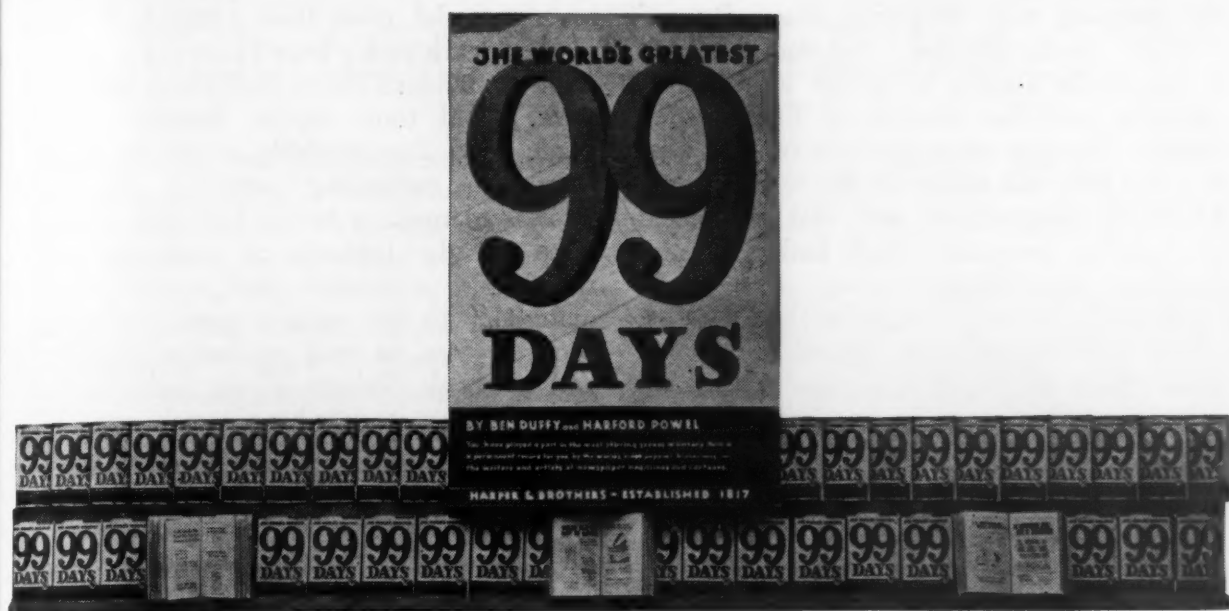
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the company was delivering Bruce Rogers' Centaur in the machine cut matrices, followed by the Lutetia of J. van Krimpen of Haarlem and the Modern of Frederic W. Goudy. In 1930 an eighteenth century type of John Bell was added as the result of Mr. Morison's suggestions, and this completed the original program which had been outlined ten years before.

"In 1922," states the editor of the *Recorder*, "there were so few even decent book faces in existence that there was none of that 'atmosphere,' that expectancy of good, disciplined design which is necessary before any new contribution to type design can be made with any confidence. . . . Public taste at the present day, as indicated by the several exhibitions held in recent years and the prominence given to typographical matters in the public press, is far readier than before to consider the adoption of new designs."

The Monotype Company has in process of preparation a new type from Eric Gill named "Solus," a light semi-Egyptian, and two new designs by F. L. Griggs, R. A., one by J. van Krimpen and one by Dr. Hans Mardersteig.

Interlaken Mills Develop New Waterproof Cloth

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Florida History Published


A GREAT DEAL of interesting publishing is being done by the Florida State Historical Society through the Yale University Press, the latest work being a two volume set of "The True Relation of the Hardships Suffered by Governor Fernando de Soto & Certain Portuguese Gentlemen During the Discovery of Florida. Now Newly Set Forth by a Gentleman of Elvas." The two volumes consist of a facsimile reproduction of the original volume, issued last December, and a translation from the original made and annotated by Professor James A. Robertson, of John B. Stetson University. The two volumes are beautiful examples of fine press work. The Florida State Historical Society was founded in 1921 by John B. Stetson, Jr., of Philadelphia.

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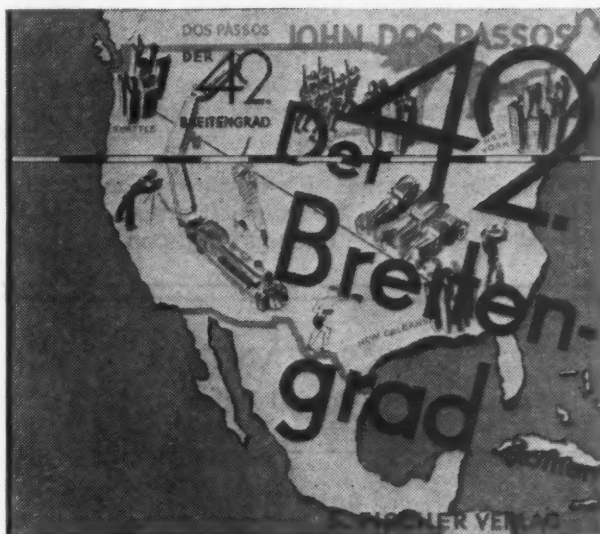
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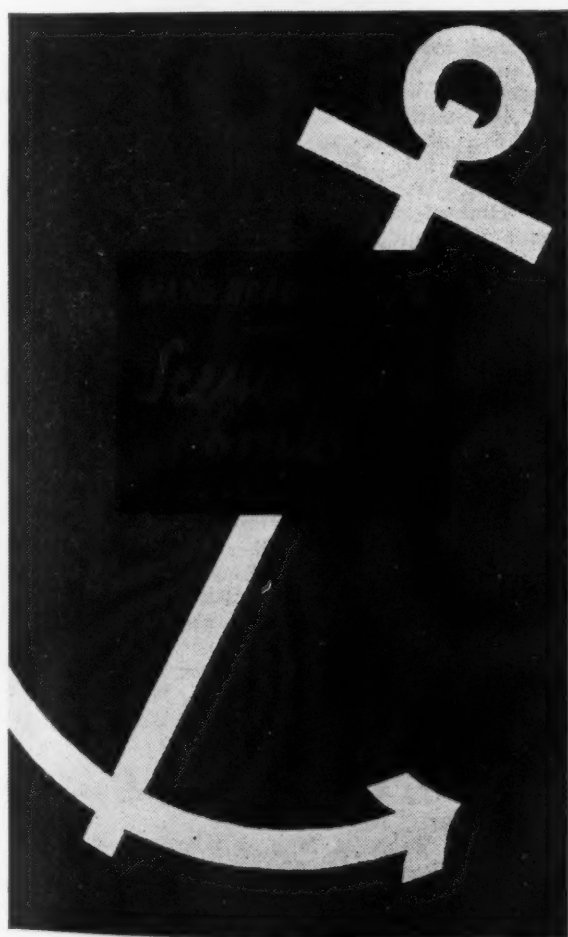
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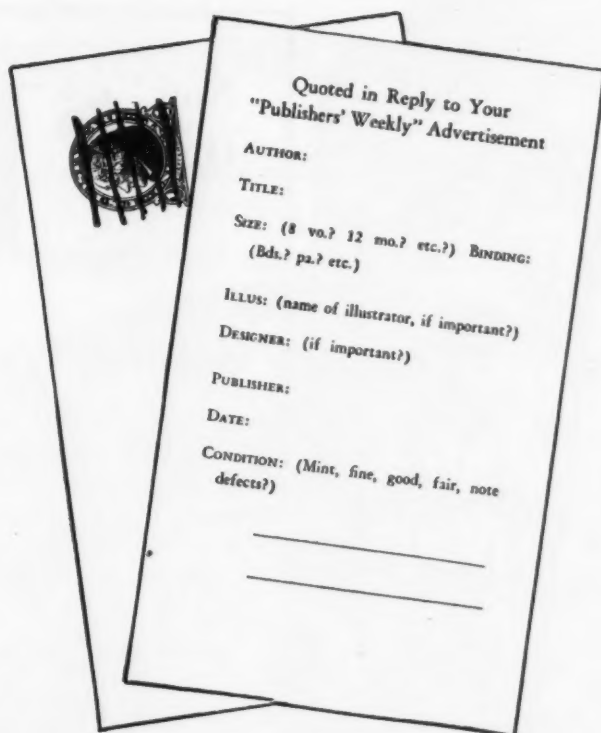
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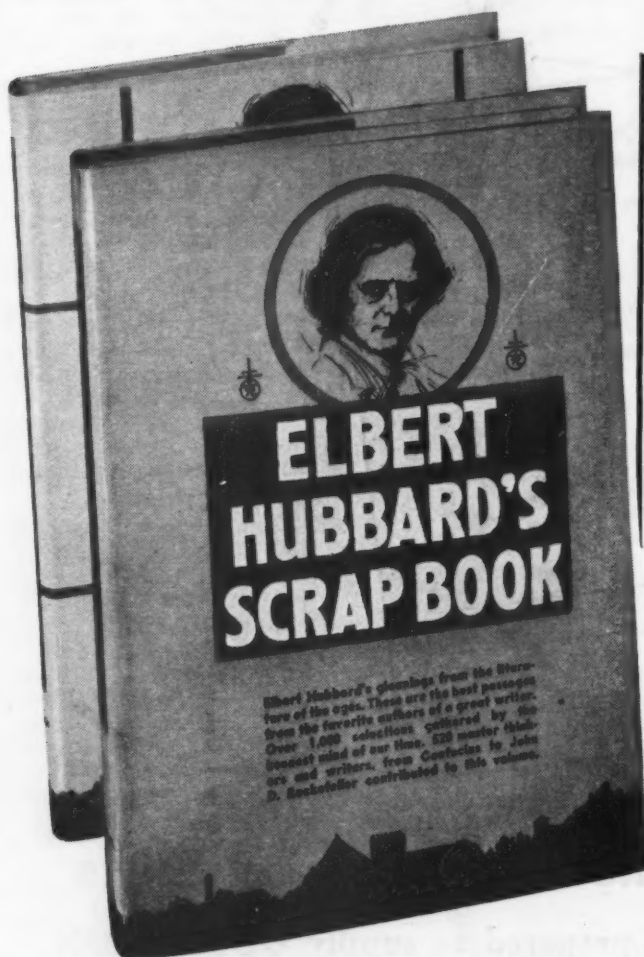
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